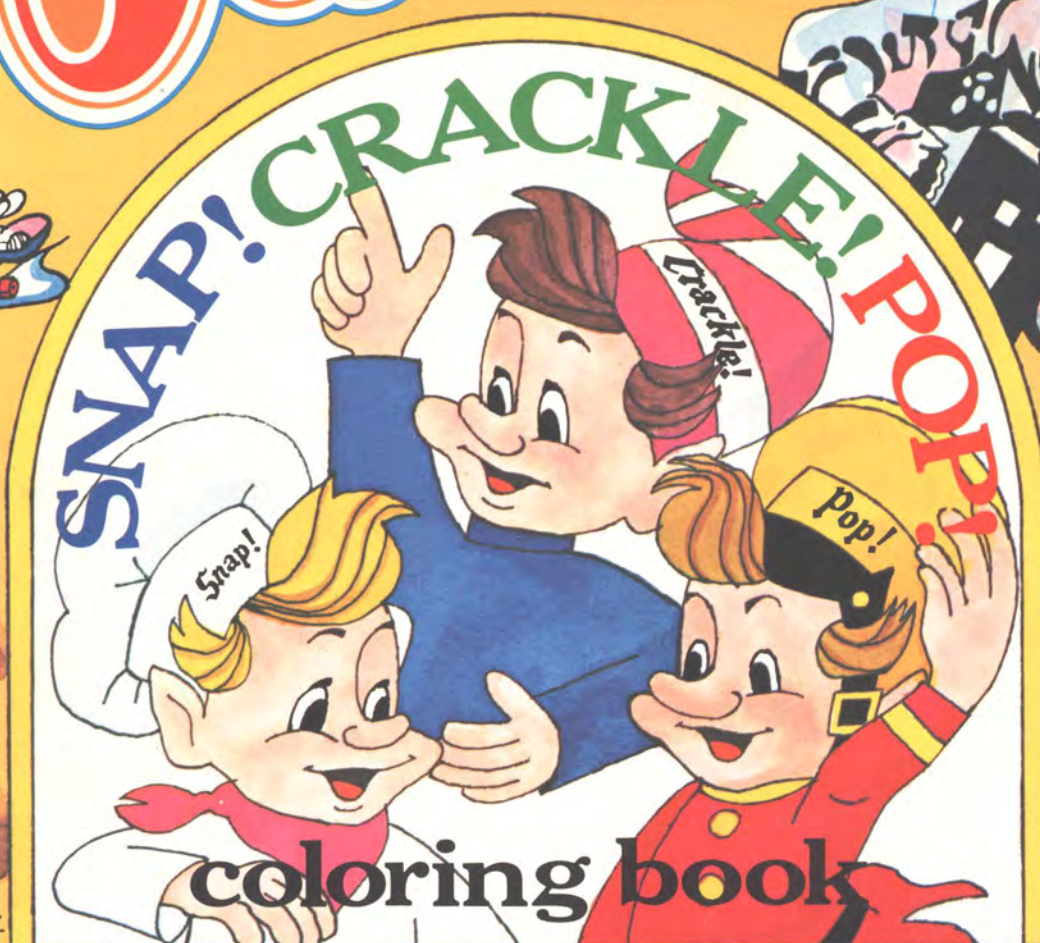
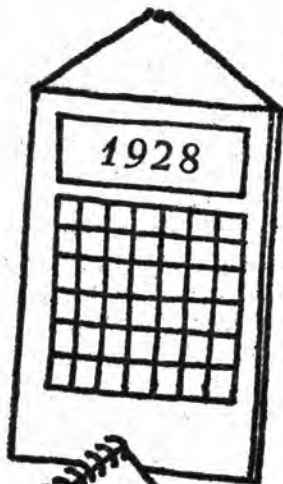


# 50 years with

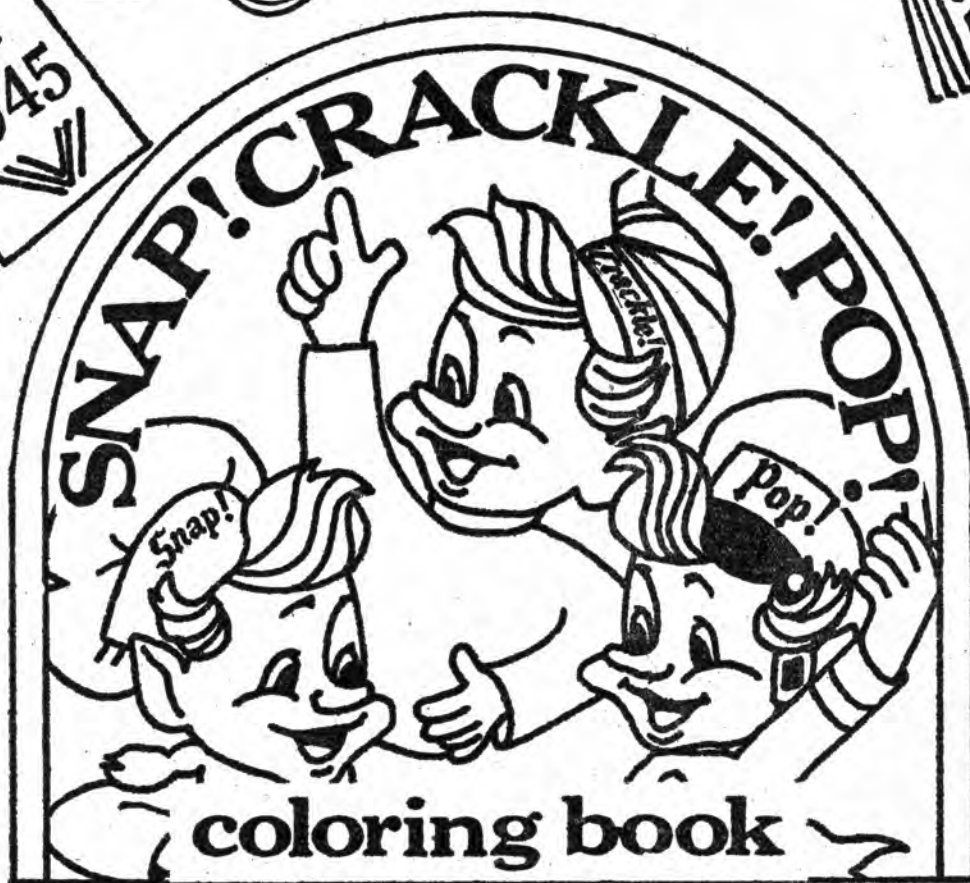
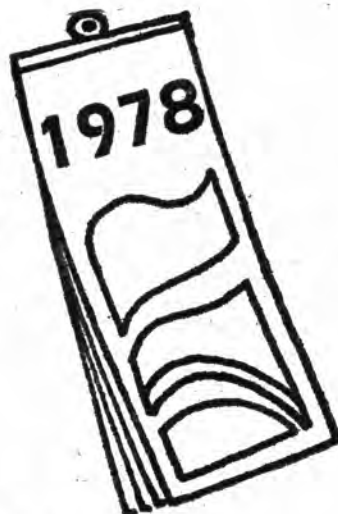








**50 years  
with**



**SNAP! CRACKLE! POP!**

SNAP! CRACKLE! POP! and RICE KRISPIES  
are registered trademarks of Kellogg Company.  
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Racine, Wisconsin

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## HI, KIDS!

### Come join the party!

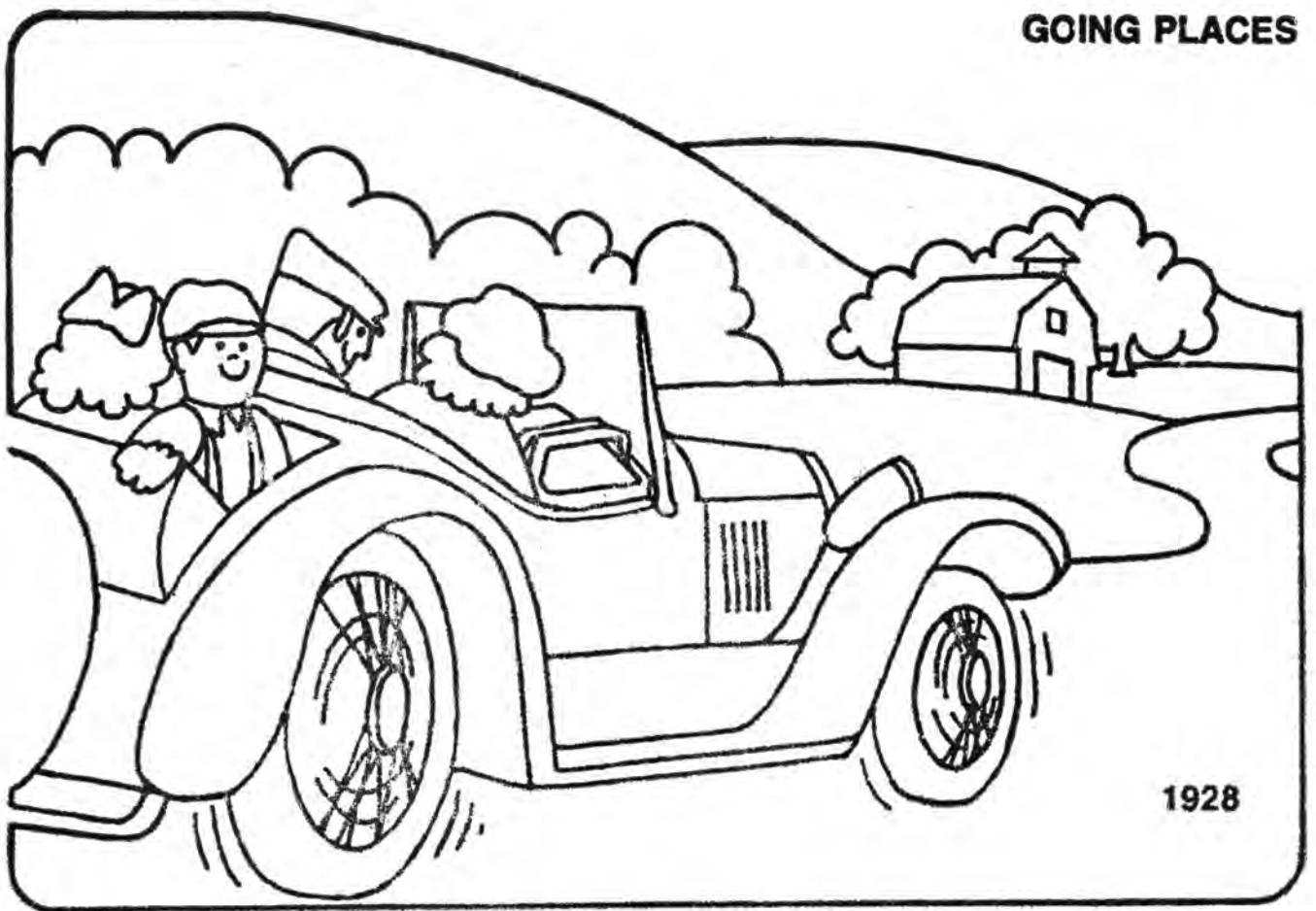
It's the Golden Anniversary of Rice Krispies. Imagine, people like you — parents and grandparents, too — have been enjoying that happy Snap! Crackle! Pop! for 50 years!

Never a quiet cereal in milk, Rice Krispies has been described by the words Snap! Crackle! Pop! from the very beginning, back in 1928. But the characters were created later. At first, they were just called "brownies." Then one day, over a bowl of cereal, the words Snap! Crackle! Pop! flew right up onto their hats. And there they stuck.

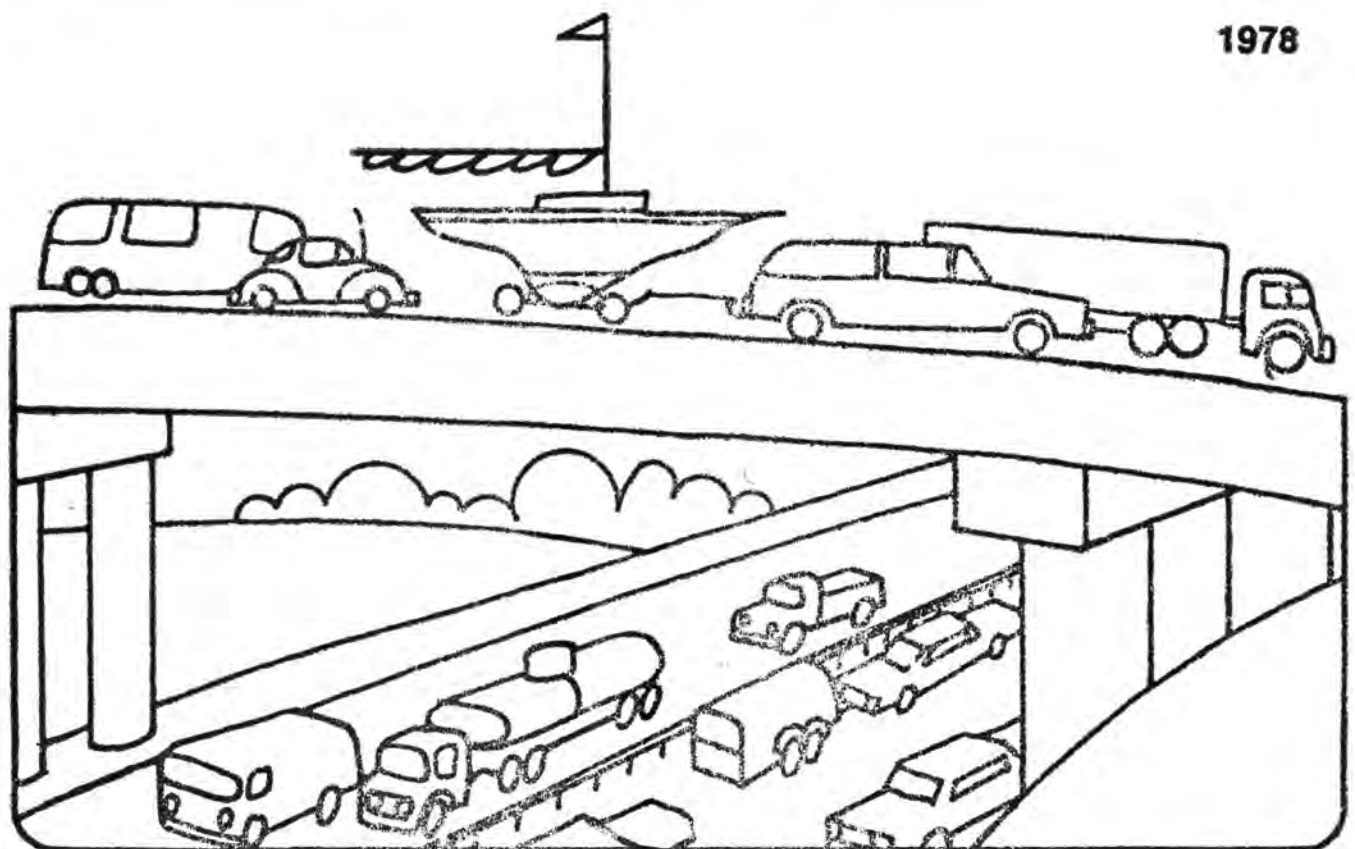




Over the years the three have changed a bit in appearance (to keep up with the times, of course). Their voices have been heard on radio and they've made the TV scene. But today, just as 50 years ago, Snap! Crackle! and Pop! bring fun — and good nutrition — to family breakfasts and snacks.

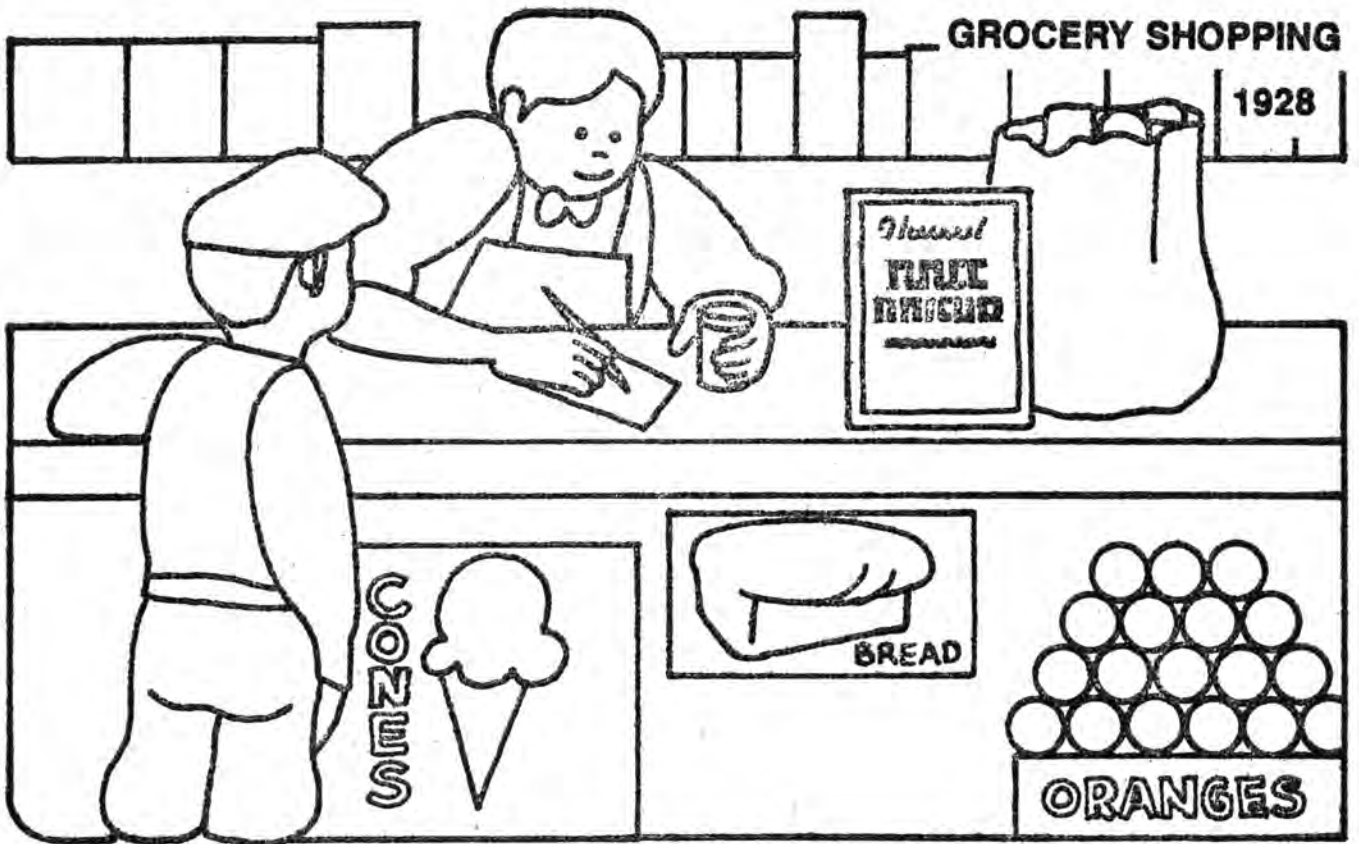


1978



# GROCERY SHOPPING

1928



1978

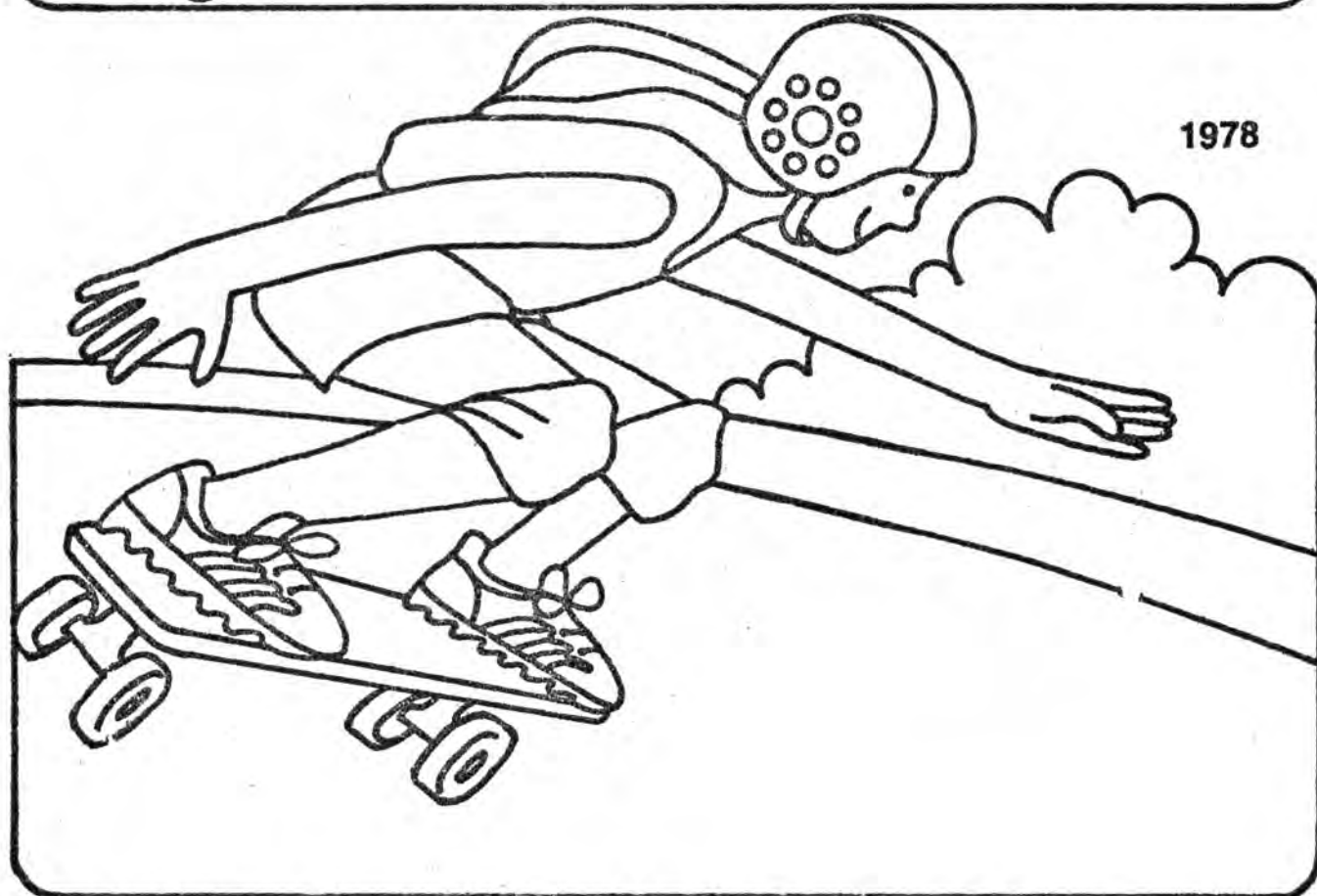






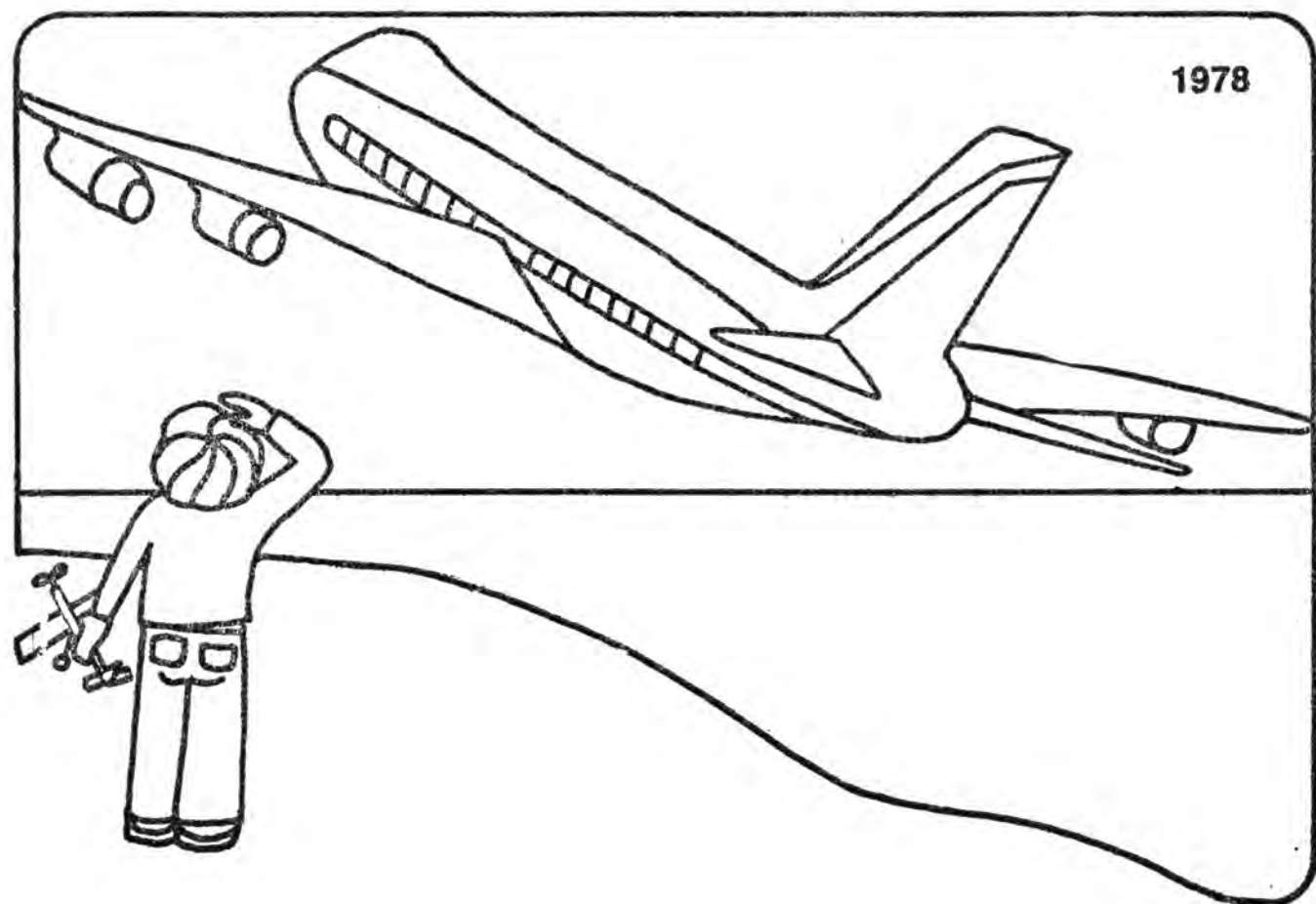
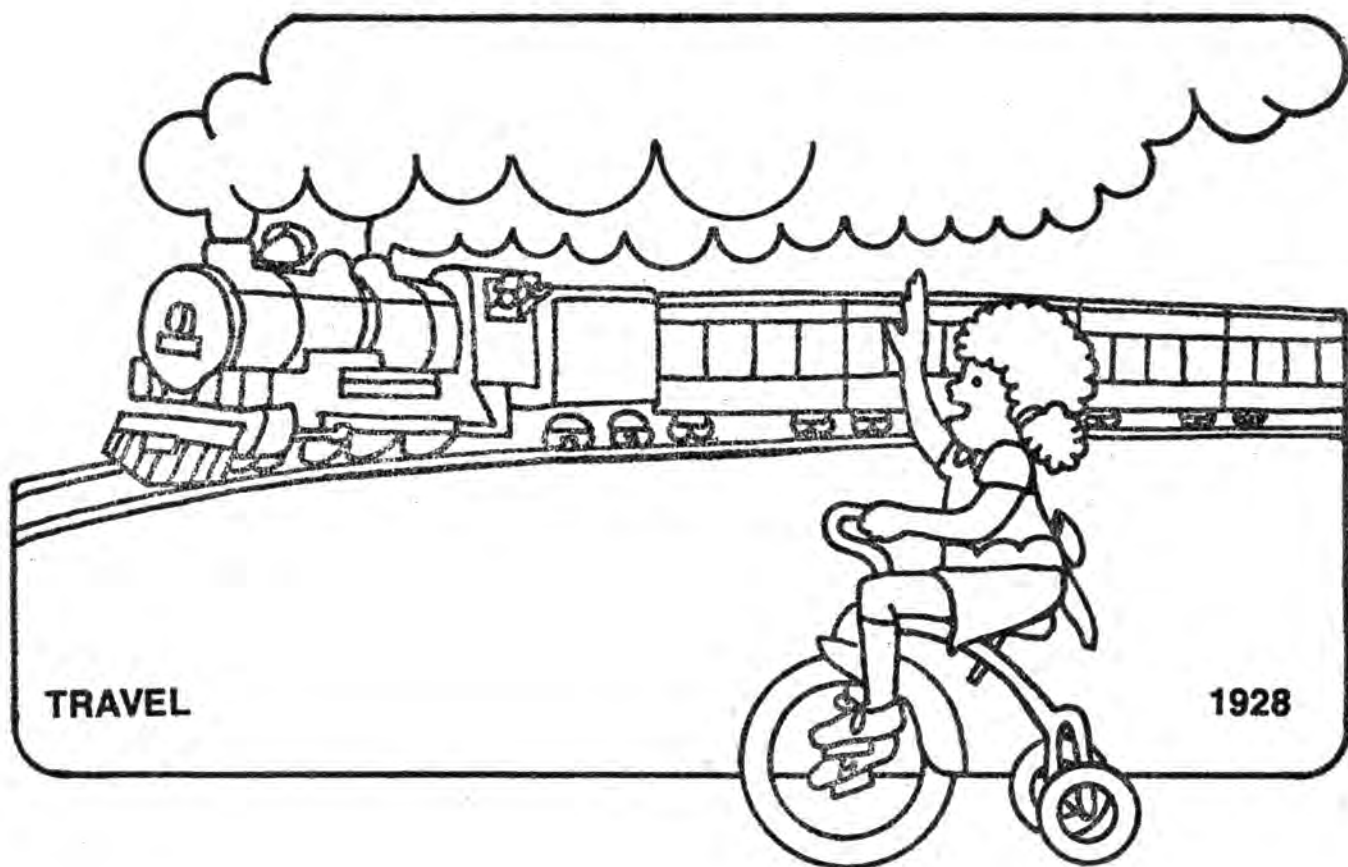
1928

FUN ON WHEELS



1978





Let's take a slower look at  
some of the things that  
happened...

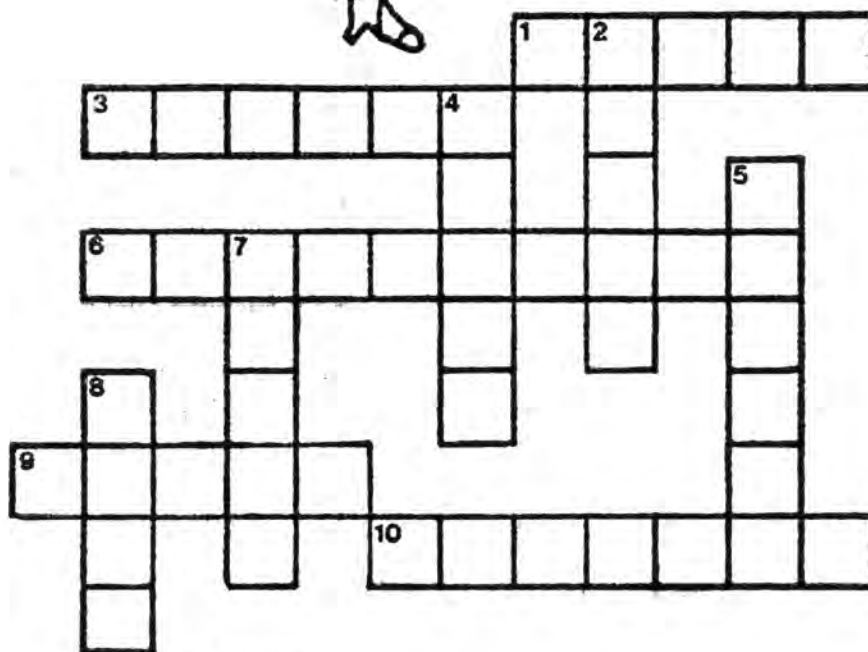


## MANY YEARS AGO

Back in 1928 America was experiencing good **times**. "Talkies," motion pictures with sound, were taking the place of silent **movies**. Radio was young and growing. The **automobile** had become our largest industry and had changed our very way of life.

But there were hard times ahead. In October, 1929, the **stock** market crashed. Thousands of people lost all their **money**. Millions had no **jobs**. Many more "made do." It was the **Great Depression**.

**Radio**, books, magazines and newspapers kept **people** entertained and informed as never before. Jigsaw and crossword **puzzles** were popular too. Can you complete the puzzle on the next page with words you've read here?



# ACROSS

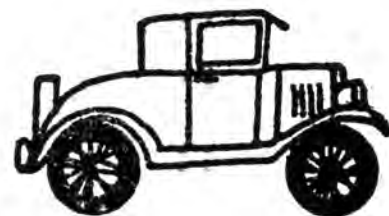
1. The \_\_\_\_\_ Depression
3. Motion pictures
6. Car
9. What many people lost
10. Jigsaws and crosswords

# DOWN

2. People listened to it
4. The \_\_\_\_\_ market crashed.
5. Men, women and children
7. Good and hard \_\_\_\_\_
8. Unemployment means no \_\_\_\_\_



ACROSS: 1. Great 3. movies 6. automobile  
DOWN: 2. radio 4. stock 5. people 7. times 8. jobs  
9. money 10. puzzles








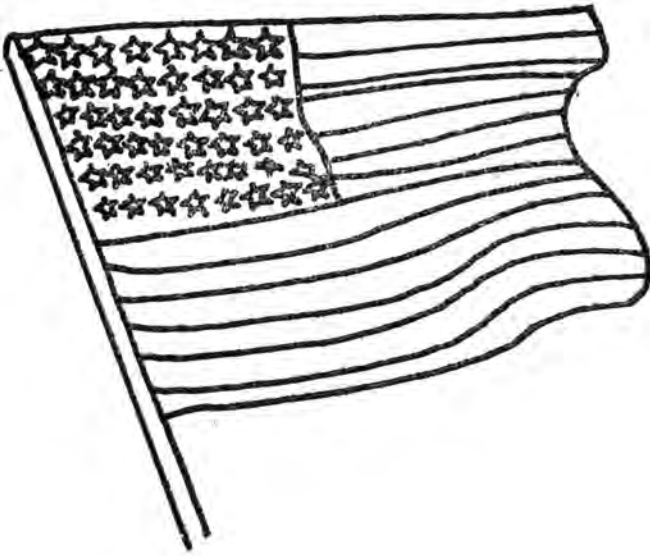
The planet Pluto was identified in 1930.

## HAPPENINGS 1928-1938



Between 1932 and 1934,  
pork chops were 20¢ per pound.  
Milk was 10¢ a quart and  
bread was 5¢ a loaf.

Flagpole-sitting was one of many zany fads of the 20's.  
The famous sitter "Shipwreck" Kelly spent a total of  
145 days in 1929 atop flagpoles around the country.

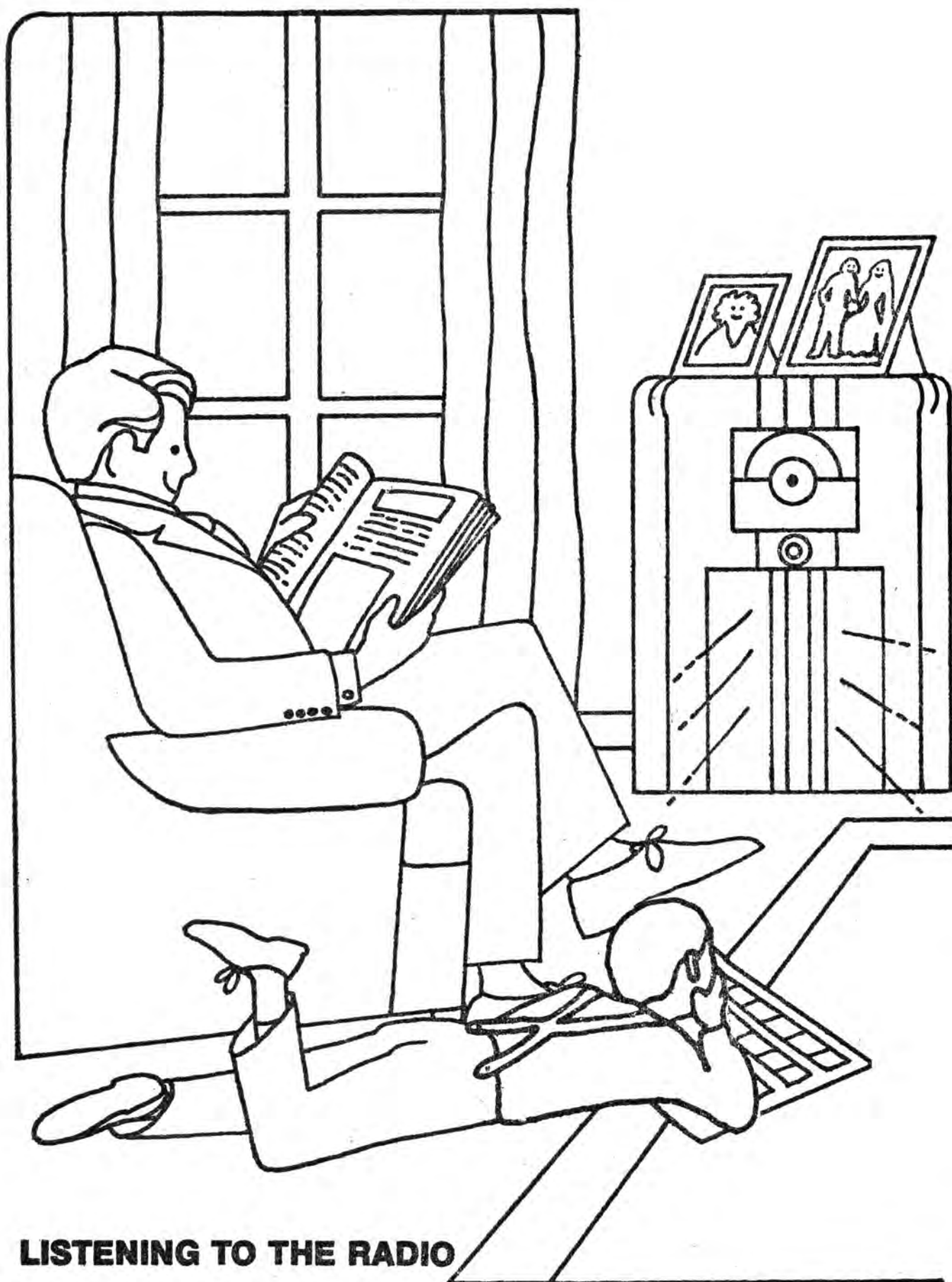


President Herbert Hoover  
signed an act that made  
*The Star-Spangled Banner*  
our national anthem,  
March 3, 1931.

*Gone With the Wind*  
was the best-selling  
novel of 1936.



San Francisco's Golden Gate Bridge was dedicated in 1937.

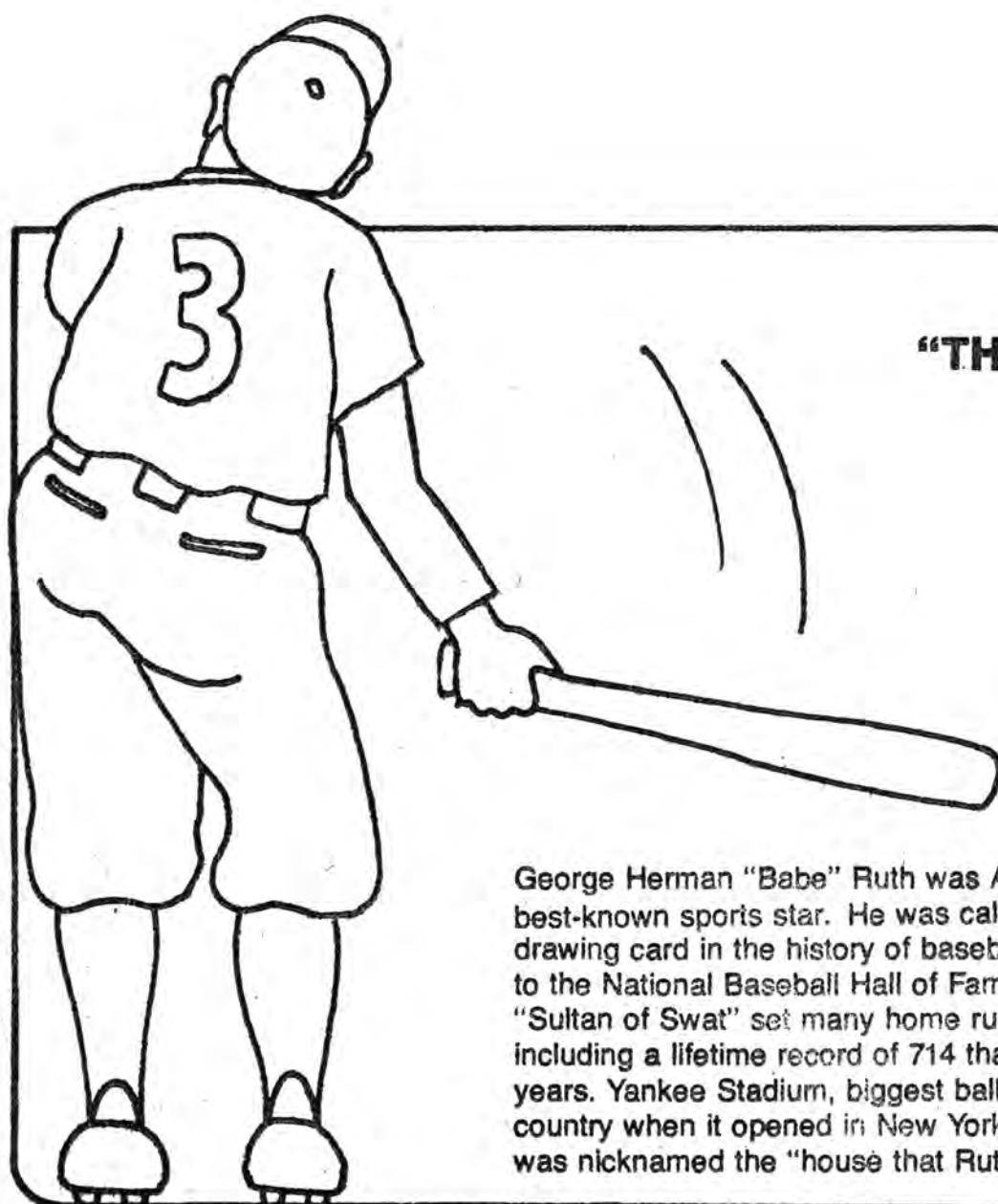
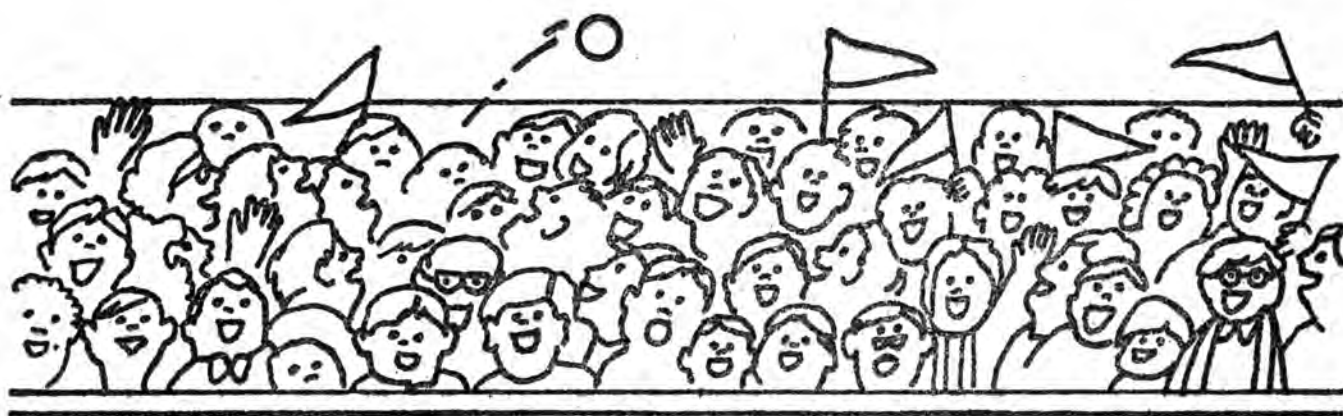


**LISTENING TO THE RADIO**





Families like this one of the 1930's gathered around the radio to listen to their favorite music, news, comedy and dramatic shows.

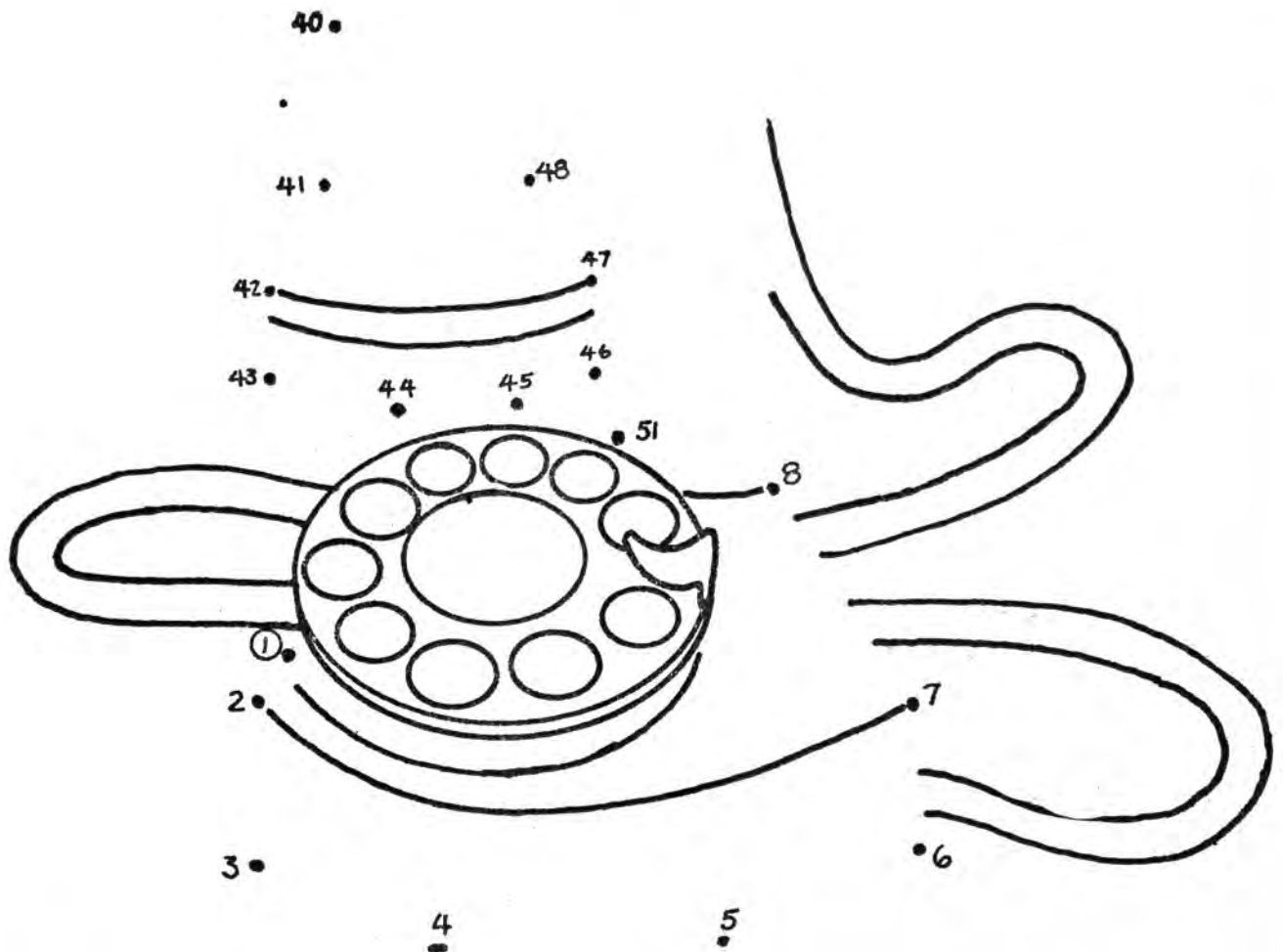
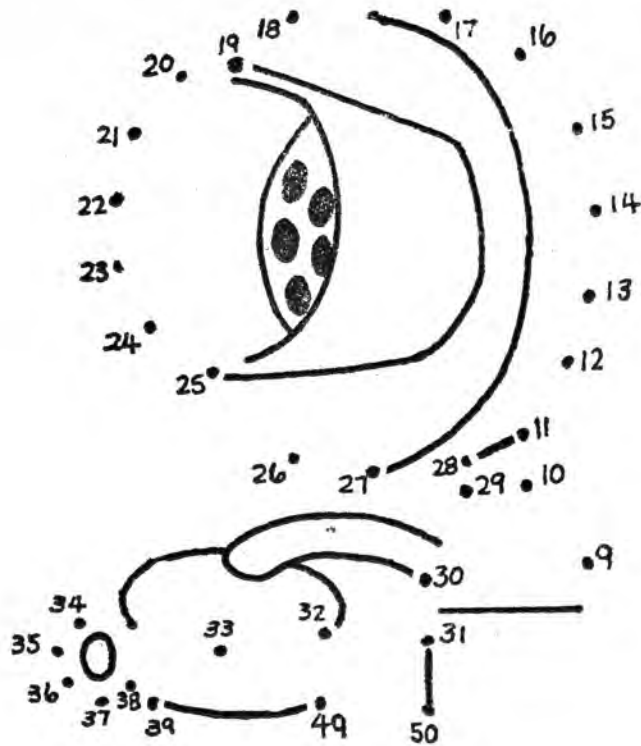


### **"THE BABE"**

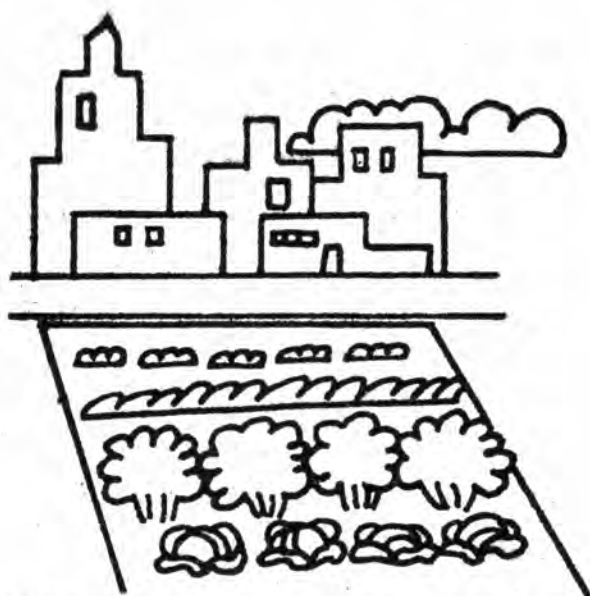
George Herman "Babe" Ruth was America's best-known sports star. He was called "the greatest drawing card in the history of baseball" when named to the National Baseball Hall of Fame in 1936. The "Sultan of Swat" set many home run records, including a lifetime record of 714 that stood for 47 years. Yankee Stadium, biggest ball park in the country when it opened in New York City in 1923, was nicknamed the "house that Ruth built."

# IT'S FOR YOU

Just connect the dots to "call up" a picture from the past!







Victory gardens, planted wherever there was a spot, yielded one-third of all fresh vegetables Americans ate in 1943.



## HAPPENINGS 1938-1948

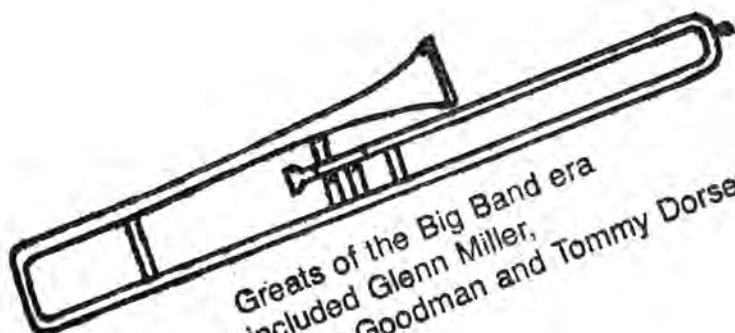
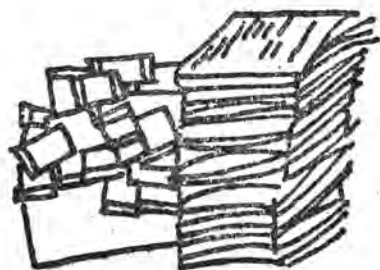


By 1944, 3½ million women worked side by side with men in industry.



*White Christmas*, song hit of 1942, has remained a holiday favorite, second only to *Silent Night*.

During World War II, Americans saved many things to be recycled for defense . . . newspapers, tin cans, rubber tires and overshoes, used toothpaste tubes, grease, and old silk and nylon stockings.



Greats of the Big Band era included Glenn Miller, Benny Goodman and Tommy Dorsey.

.....  
President Harry S. Truman kept  
a sign on his desk that said:  
"The Buck Stops Here."  
.....



Oklahoma! was one of  
many hit Broadway  
musicals of the late 40's.



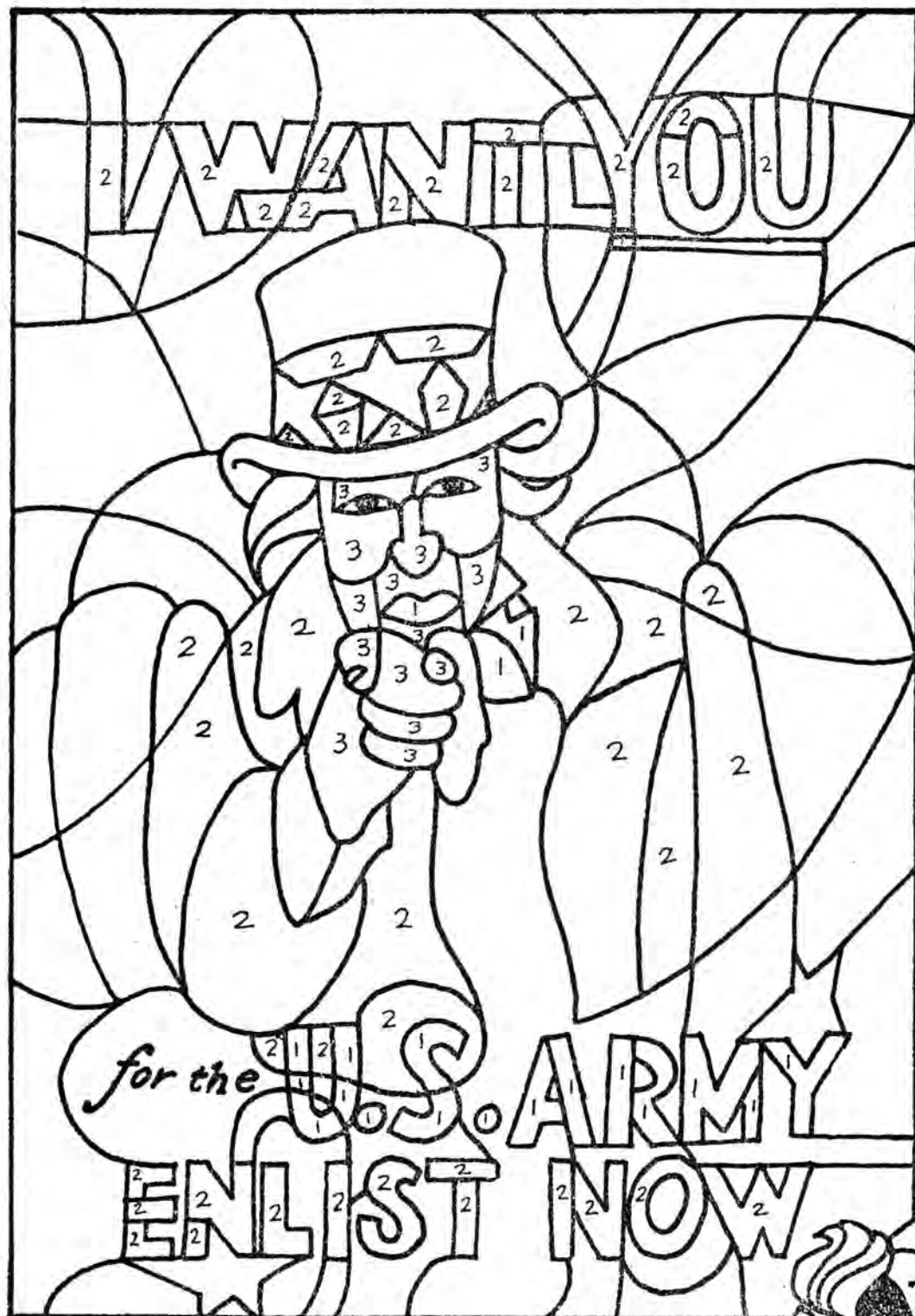
## THE ROOSEVELTS

President Franklin Delano Roosevelt and his wife Eleanor occupied the White House from 1933 until 1945, through two very critical times — the Great Depression and World War II. Roosevelt served longer than any President in U.S. history. Although crippled by polio in 1921, F.D.R. never gave up his career in public service. His sudden death in 1945 came just days before the meeting he and other world leaders had planned to lay the groundwork for the United Nations, and just months before World War II ended.

Mrs. Roosevelt was the most active First Lady Americans had known. The President called her his "eyes and ears." After his death she continued to serve the country and the world through the U.N.







By the end of World War II nearly 16 million Americans had served in the Armed forces, including more than 300,000 women. Posters urged people to enlist. Complete this one for Pop!

Color 1—RED, 2—BLUE, 3—LIGHT ORANGE.

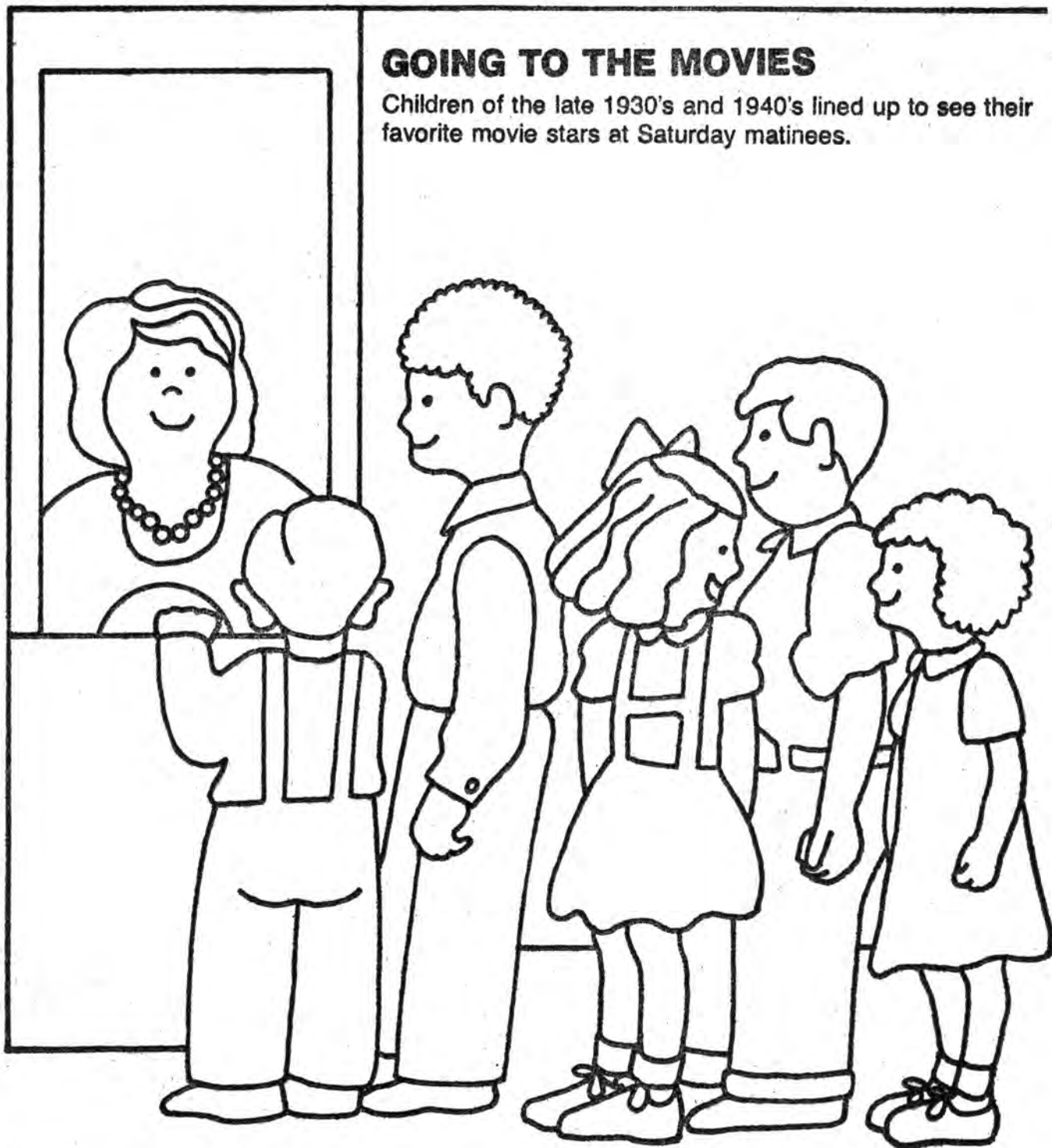


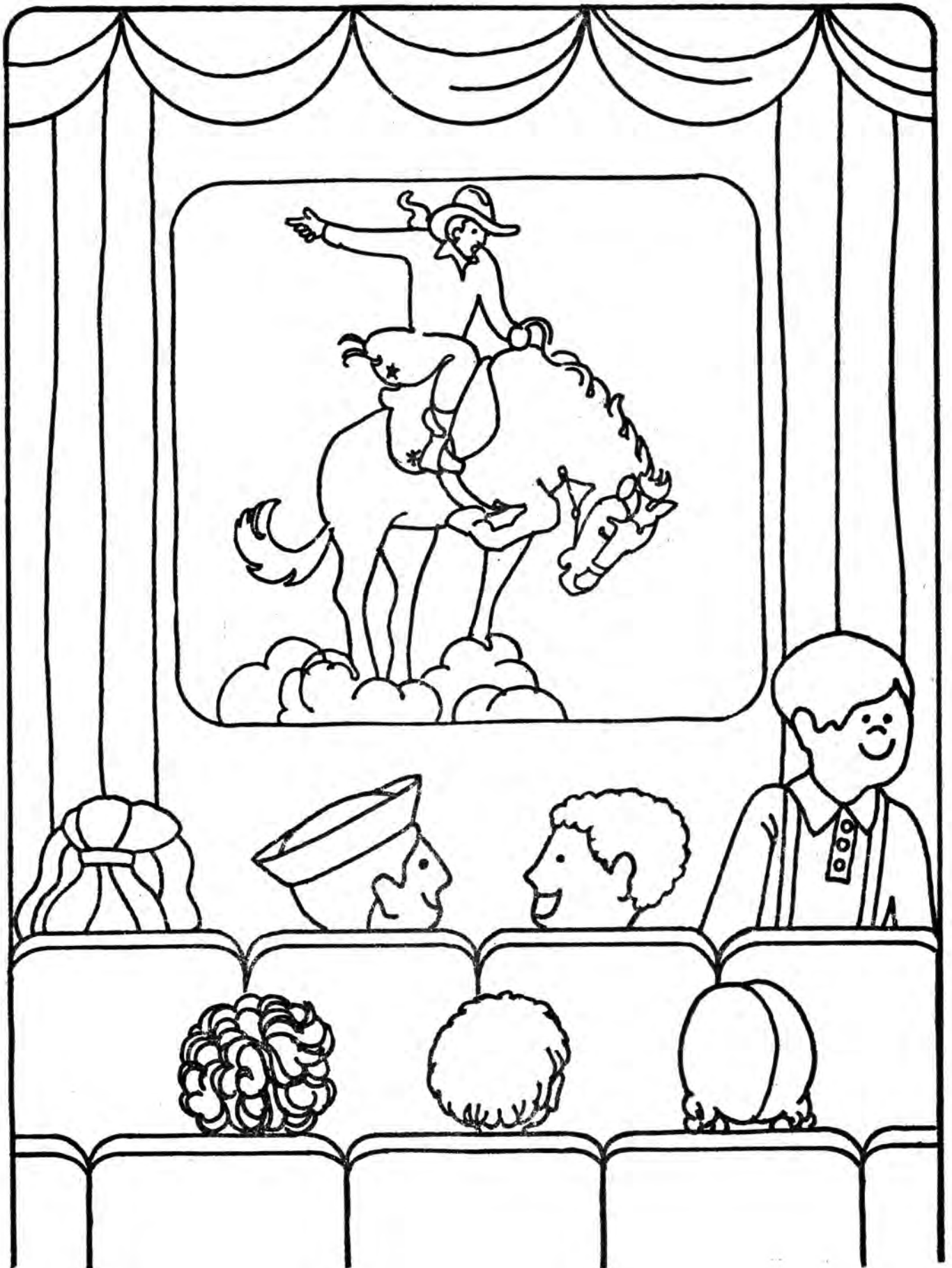


# MATINEE 10¢

## GOING TO THE MOVIES

Children of the late 1930's and 1940's lined up to see their favorite movie stars at Saturday matinees.









## **THE TEEN SCENE**

Jukeboxes played the music of the 1940's while teen-agers jitterbugged.





Dwight D. Eisenhower, supreme commander of allied troops in Europe during World War II, was elected President in 1952.

The first man-made satellite, Sputnik I, was launched by the Russians on October 4, 1957.



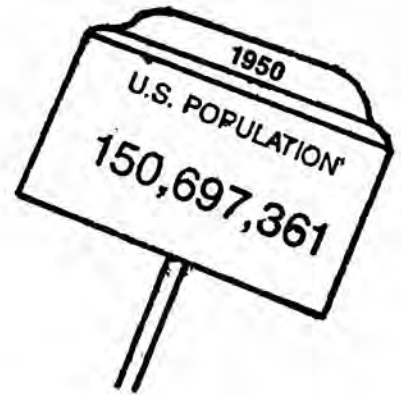
Mass immunization with Salk polio vaccine became possible in 1956.



The United Nations permanent headquarters in New York City was completed in 1952.

Bermuda shorts and the color pink were fashion fads for men in the 1950's.

In the 1950's American families moved to the suburbs, and the suburbs grew and grew.



Coonskin caps were popular with children in 1955.



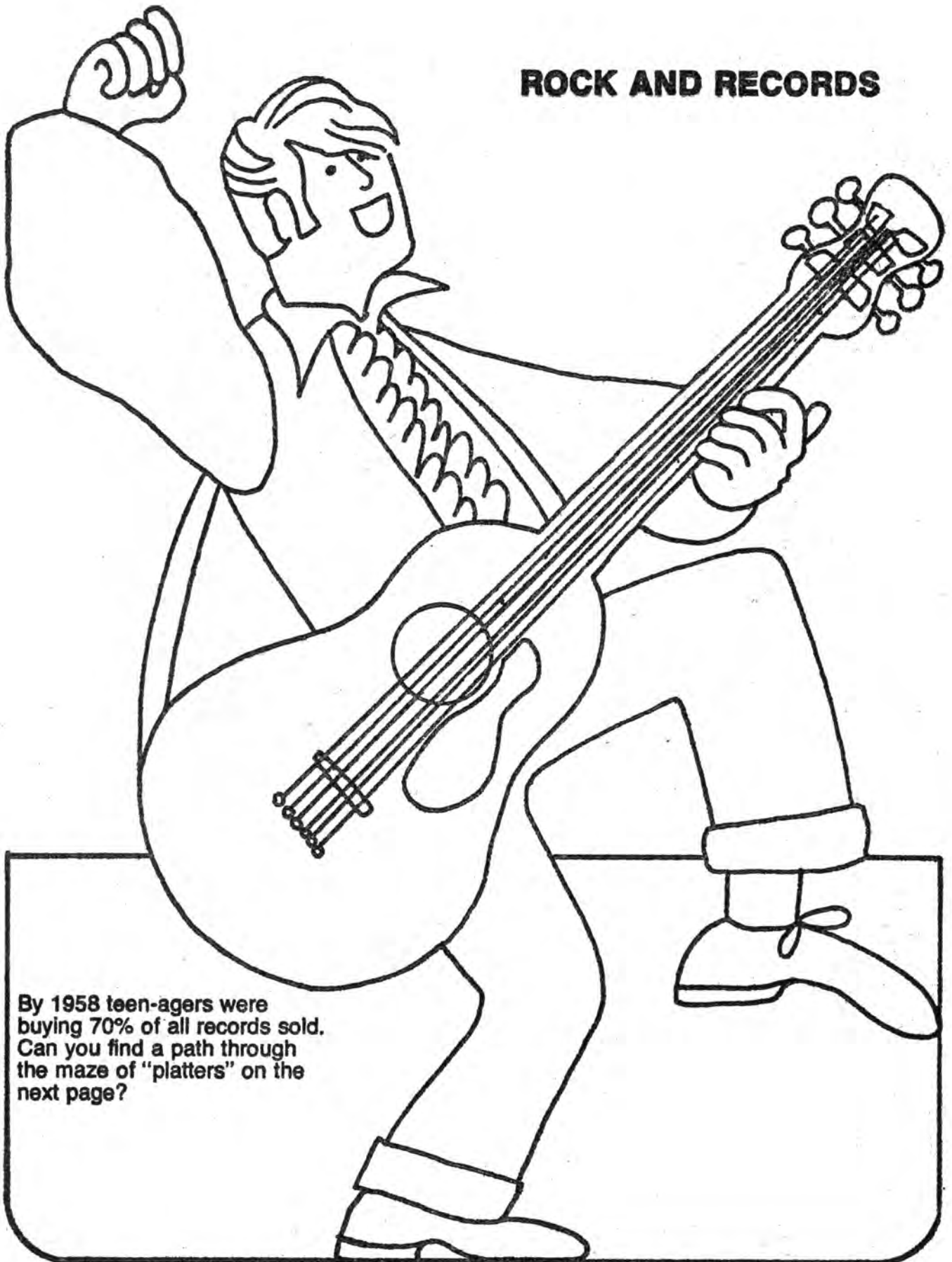
The 1955 hit, *Rock Around the Clock*, sparked interest in rock 'n' roll.



The Hula-Hoop had the nation spinning in 1958.

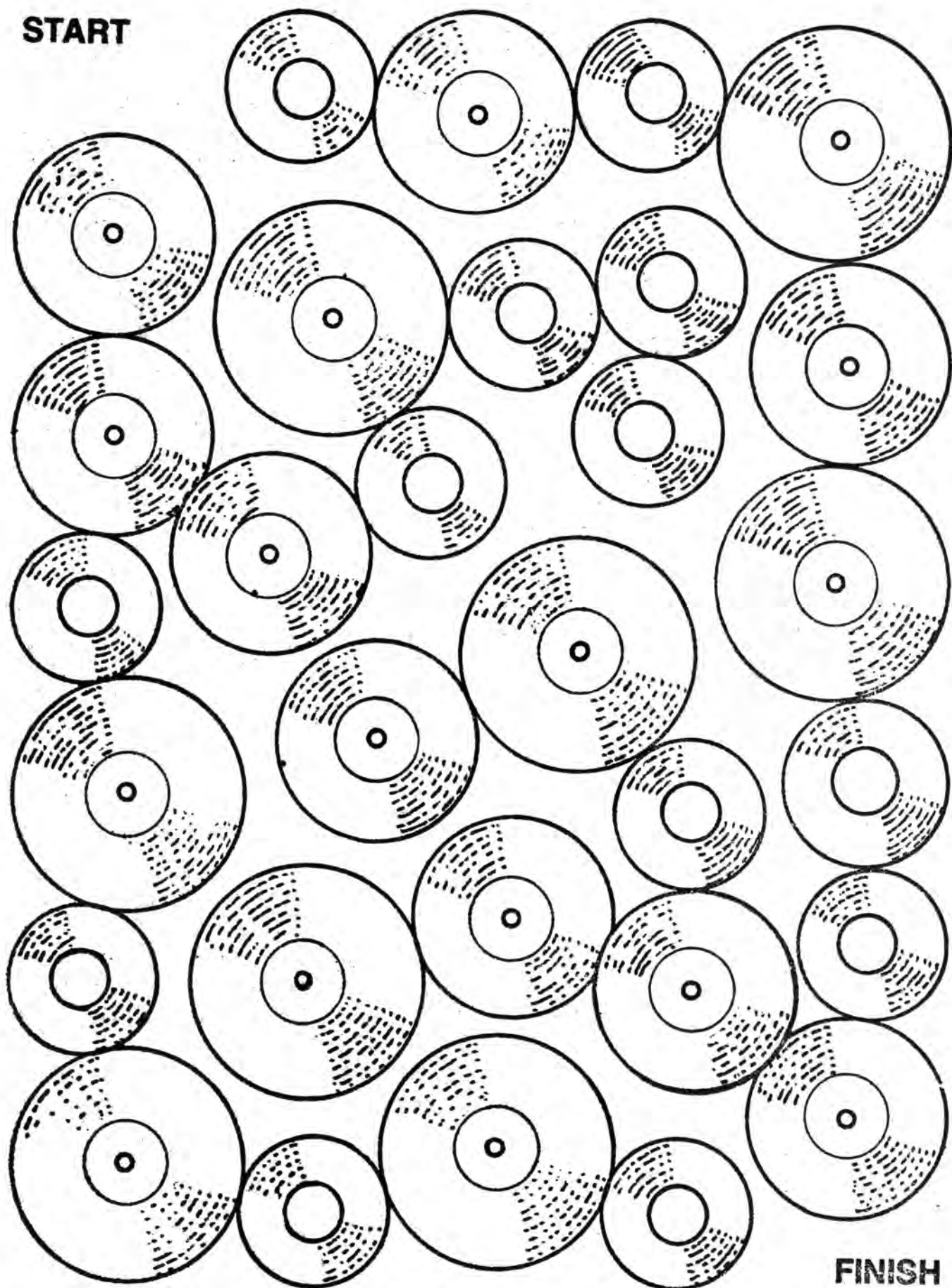
## HAPPENINGS 1948-1958

## ROCK AND RECORDS



By 1958 teen-agers were buying 70% of all records sold. Can you find a path through the maze of "platters" on the next page?

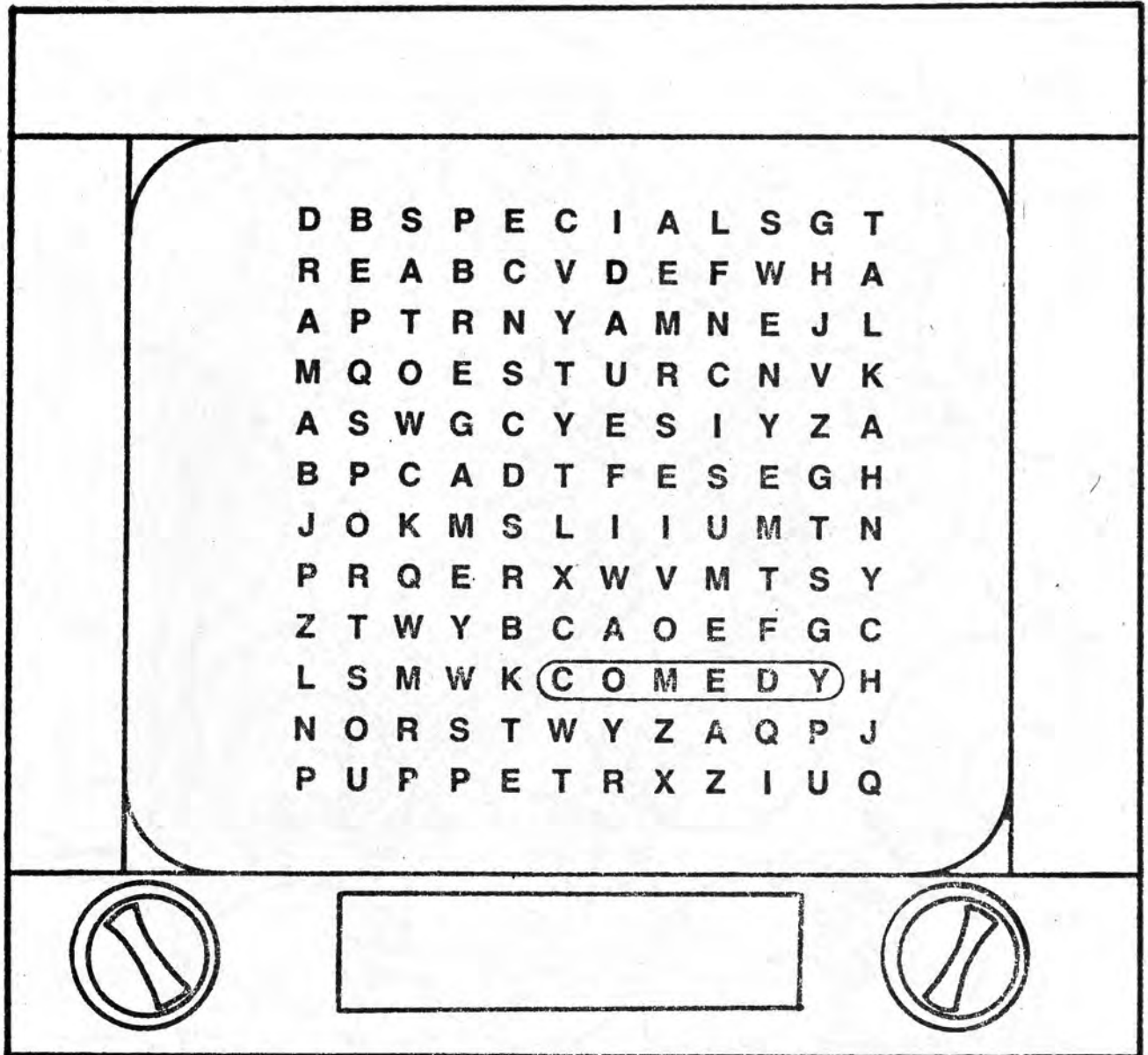
**START**



**FINISH**

## TV TURN-ON

During the 1950's, the glow of the television set appeared in more and more American living rooms.



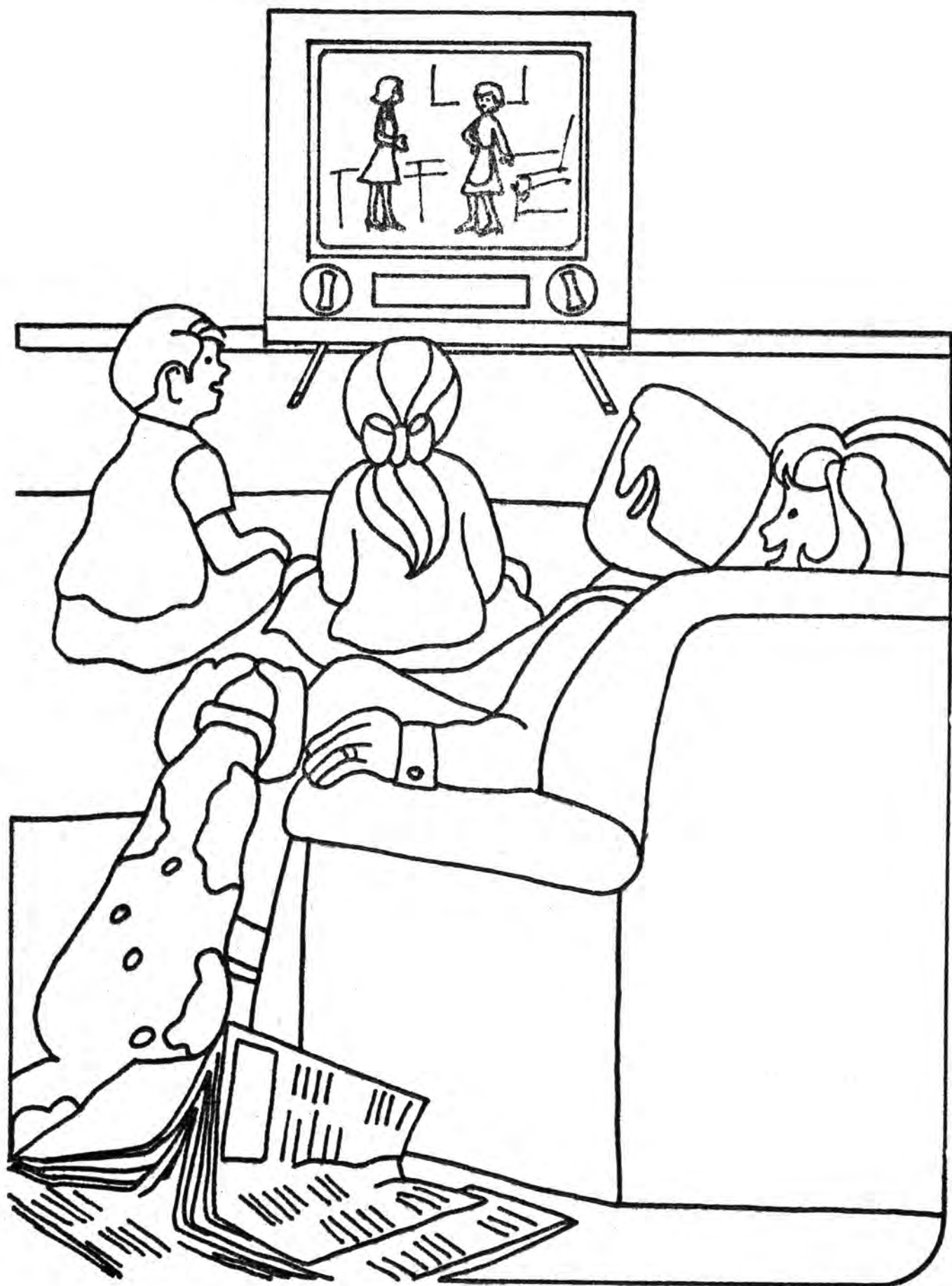
Look in the puzzle on the TV screen for the kinds of shows people watched. You'll find the words listed by looking up, down, across, back and diagonally. Circle the words you find.

COMEDY  
DETECTIVE  
DRAMA  
GAME  
MOVIES

MUSIC  
NEWS  
PUPPET  
QUIZ

SPECIALS  
SPORTS  
TALK  
VARIETY  
WESTERN

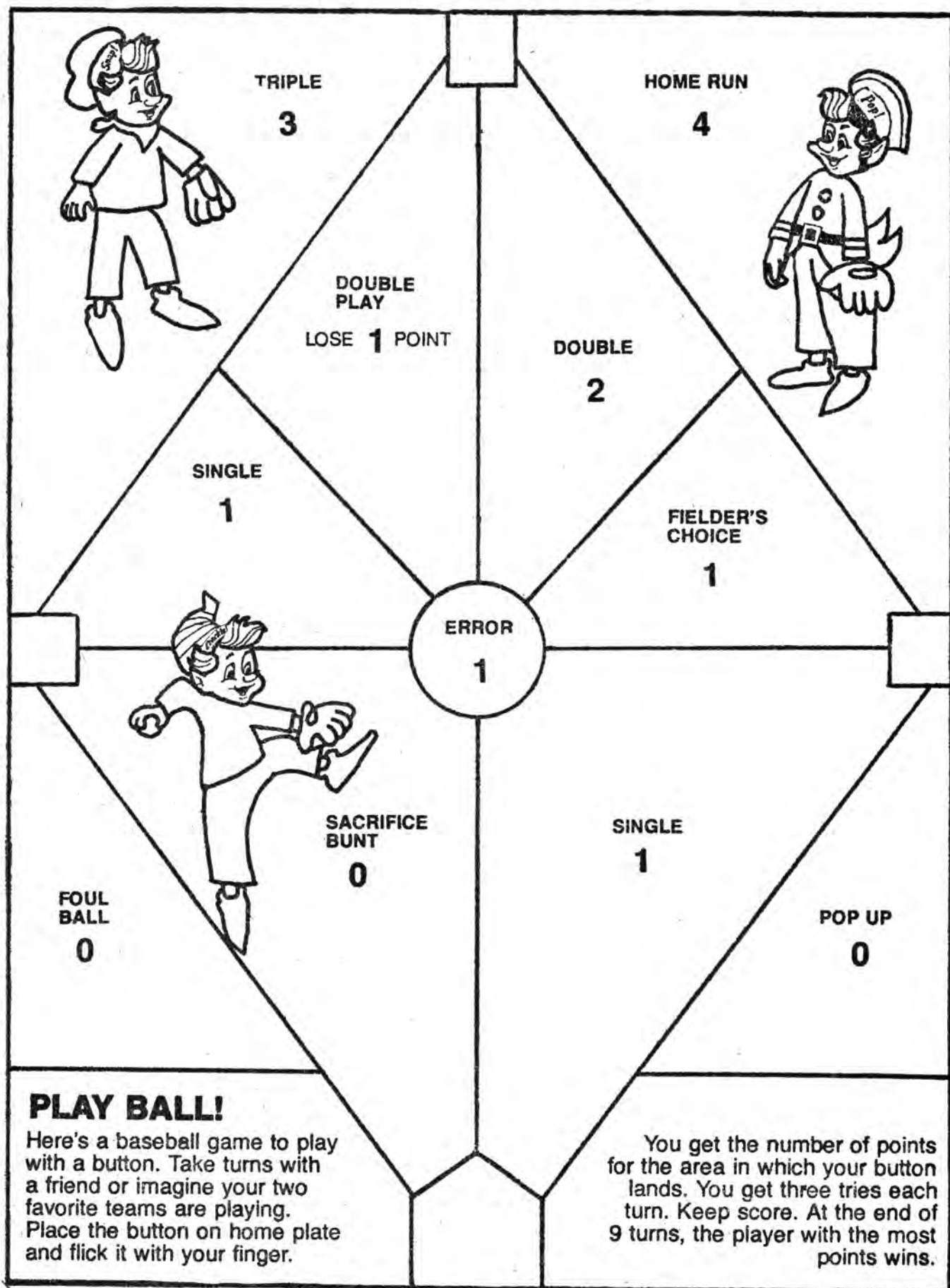




Little Leagues were among many children's activities that boomed between 1950 and 1960. Here are some good sports to color.

# HOT DOGS



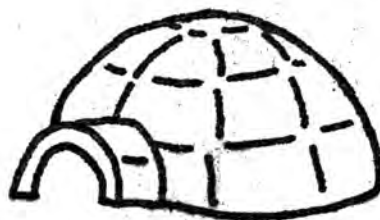




Telstar beamed the first TV programs across the Atlantic Ocean in 1962.



Alaska and Hawaii became our 49th and 50th states in 1959.



John F. Kennedy, first President to be born in the 20th Century, took office in 1961. He died at an earlier age than any other President when he was assassinated November 22, 1963.

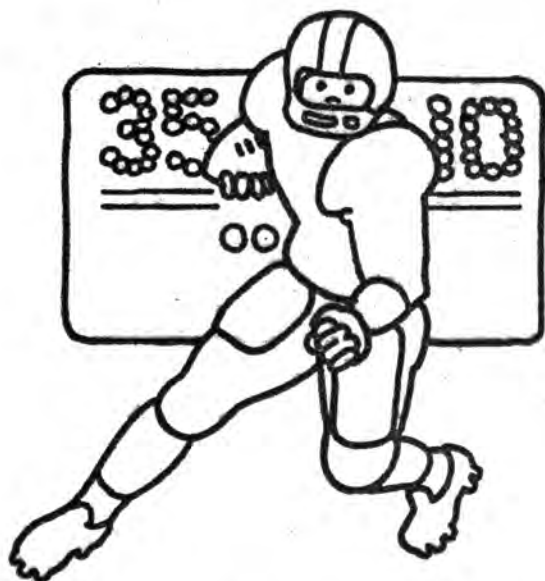
The influence of the movie, Doctor Zhivago sent coat hems plummeting to the ground in one 1965 style.



The miniskirt, introduced in 1960, and the micro, were the shortest hemlines in fashion history.



## HAPPENINGS 1958-1968



Green Bay won the first Super Bowl game in 1967, defeating Kansas City 35 to 10.



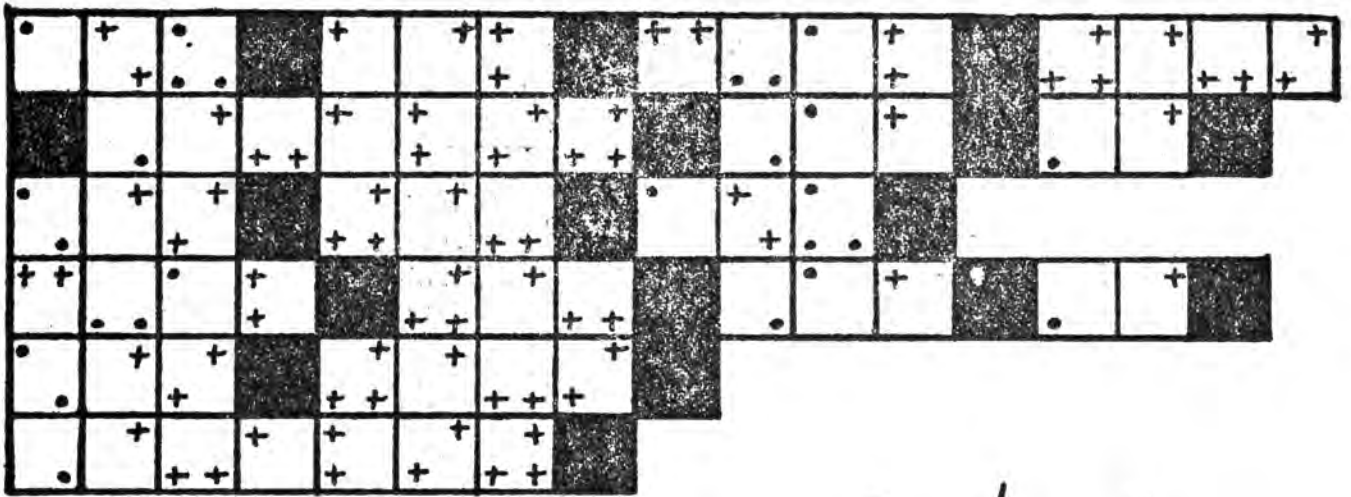
In 1964, young people were stricken with "Beatlemania."

Lyndon B. Johnson  
succeeded John F. Kennedy  
as our 36th President.

The late 1960's were years of protest —  
against war, poverty, racial inequality,  
and other kinds of injustice.







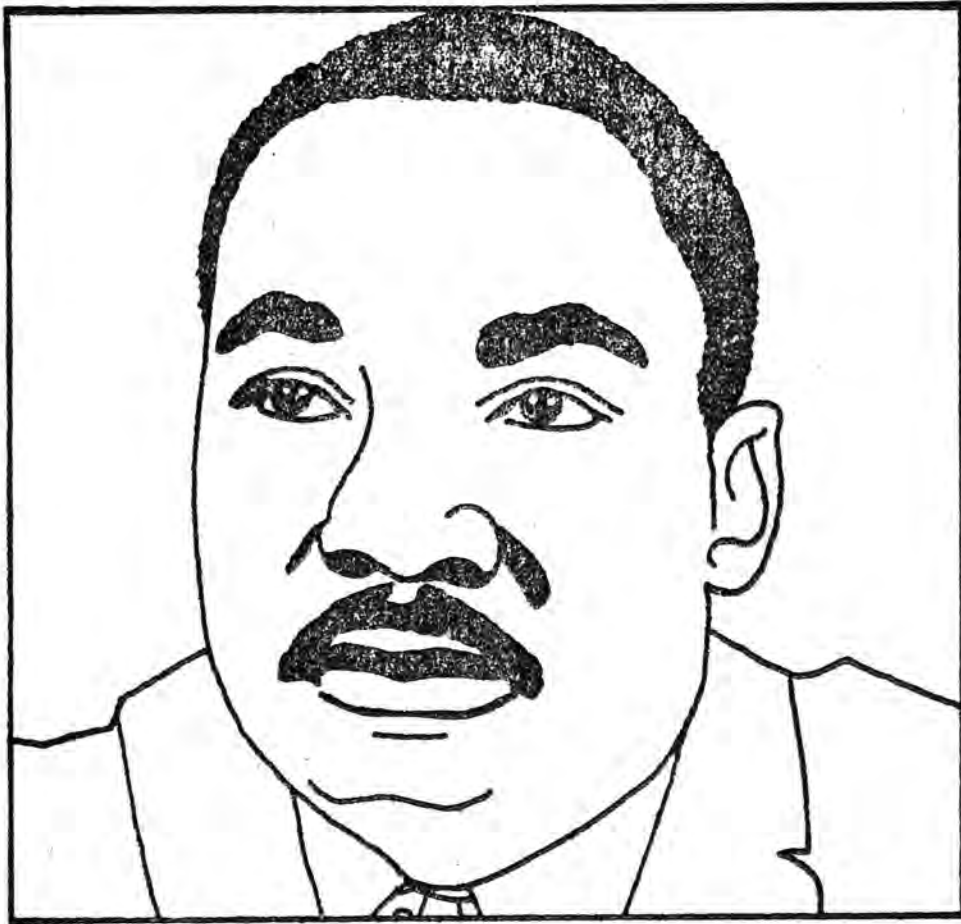
## A MESSAGE FOR AMERICANS

This quotation from President John F. Kennedy's inaugural speech will be meaningful when you decode it.

Snap! knows how. Just write the corresponding code letter in the squares above.

You can use this code to send secret messages to your friends, too.



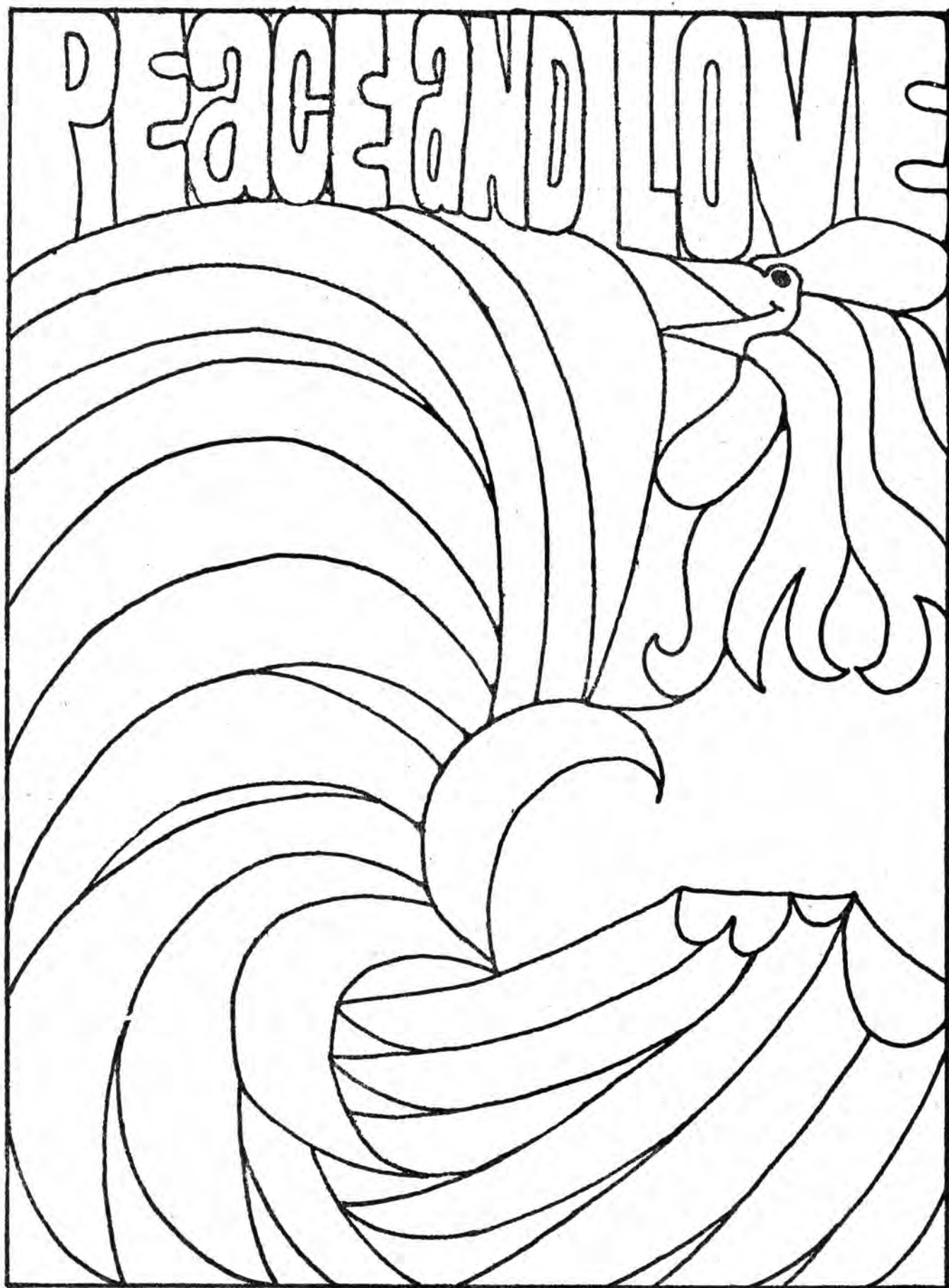


## **MARTIN LUTHER KING, JR.**

In 1964 the Nobel Peace Prize was awarded to a Baptist minister for helping Black people gain civil rights through nonviolent resistance. This man was Dr. Martin Luther King, Jr. He led peaceful demonstrations in many parts of the country. In August, 1963, he told the 200,000 people who gathered in Washington, D.C.:

"I have a dream that one day this nation will rise up and live out the true meaning of its creed: 'We hold these truths to be self-evident; that all men are created equal.'"

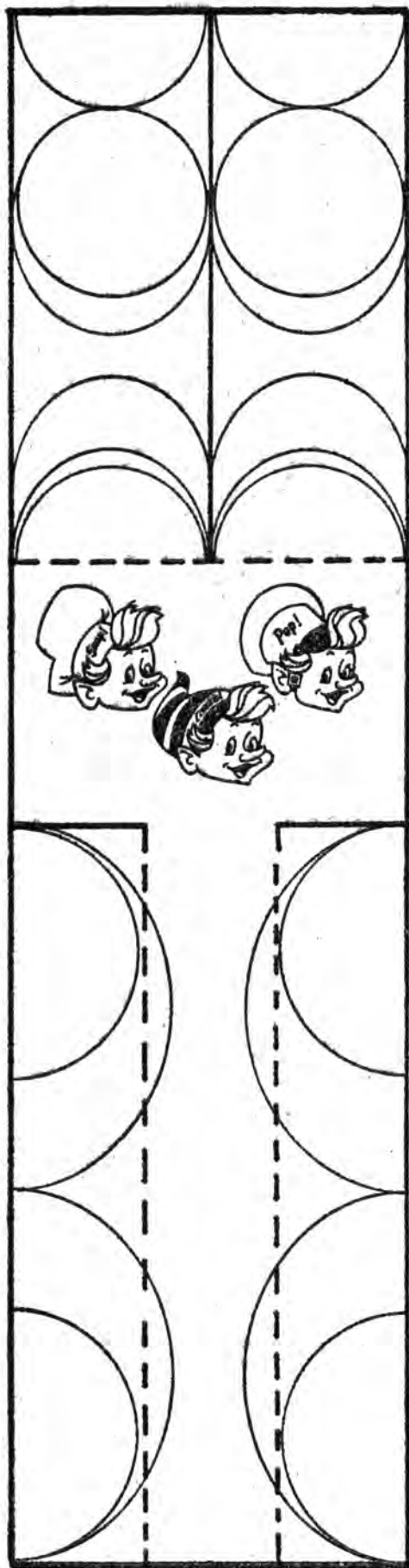
The strongest civil rights bill in U.S. history was passed the next year. Dr. King's life was ended by an assassin's shot in 1968.





## OUT OF SIGHT!

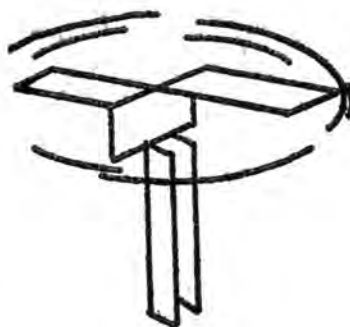
Before you color this groovy scene, look at it closely for a few minutes. Then turn the page and try to answer the questions.



## A WHIRLYBIRD TO FLY

(Before cutting, be sure you've completed the other side of the page.)

1. Color your whirlybird.
2. Cut on the solid lines and fold on the dotted lines as shown.
3. Drop the whirlybird from above your head and watch it twirl down.



## OUT OF SIGHT QUIZ

1. Why won't the van go very far?
2. What is in the guitar player's hat?
3. Name 4 kinds of jewelry shown.
4. How many bubbles? 12? 22? 32?
5. How many paint buckets did you see?
6. How many people?
7. Has one of the dancers forgotten something?

ANSWER: 1. Flat tire 2. Feather 3. Anklet, bracelet, beads, ring 4. 22 5. Just 1 6. 6 people 7. a shoe





## BUTTONS, BUTTONS

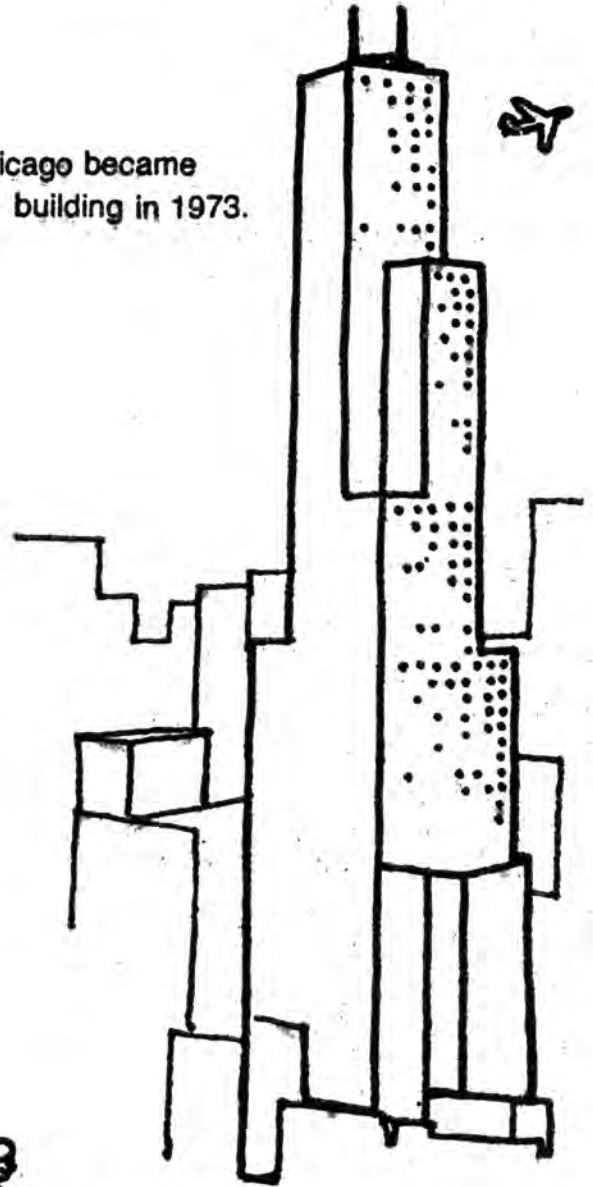
In the 1950's, buttons became the rage. Here are some neat ones for you to color.

## HAPPENINGS 1968-1978



Afro hairdos and African designs became popular.

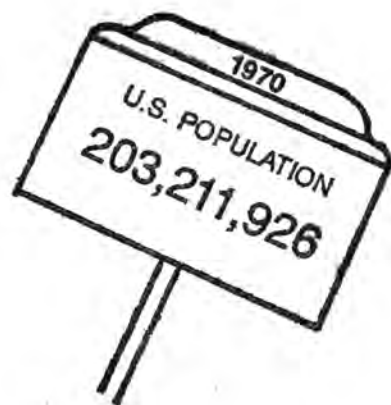
Richard M. Nixon resigned as President on August 8, 1974. His successor was Gerald R. Ford who had been appointed Vice-President in 1973.



An estimated 92.5 million American men, women and children ride bikes for transportation, exercise and fun.



Viking I and Viking II, after an 11-month space journey, landed on Mars in late summer, 1976.



Sesame Street was first televised in 1969.



The U.S. Bicentennial began officially with a reenactment of the Battles of Lexington and Concord, April 19, 1975.

Jimmy Carter became our 39th President in 1977.

The United States celebrated its 200th birthday on the Fourth of July, 1976.

# FROM EARTH TO MOON



★ 1965  
Edward White took a  
20-minute space walk.



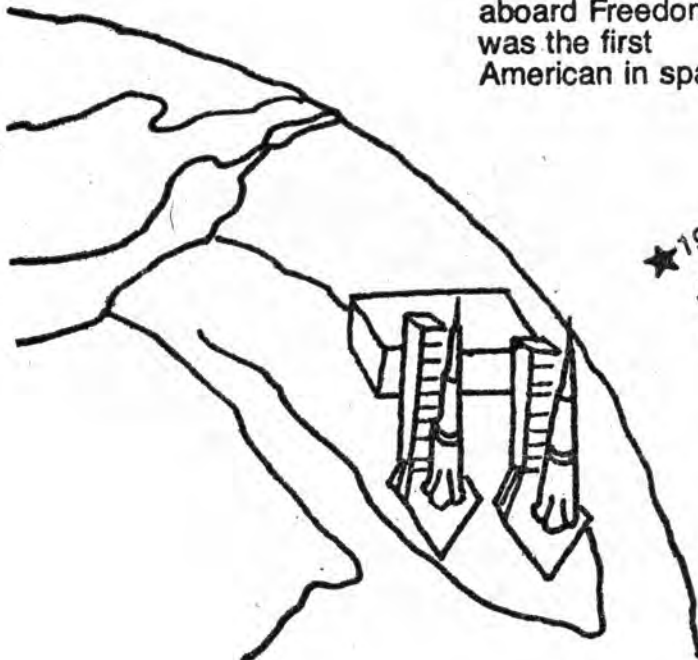
★ 1958  
First American  
satellite put  
into orbit.

★ 1965

L. Gordon Cooper and  
Charles Conrad set an  
endurance record of  
8 days in space.

★ 1961

Alan Shepard,  
aboard Freedom 7,  
was the first  
American in space.



★ 1962  
John Glenn orbited  
the earth 3 times.



★ 1963

The last Mercury mission  
sent back the first  
TV pictures from space.

★1969  
The Apollo 10 lunar module Snoopy  
cruised to within 9 miles  
of the moon's surface.



★1969

The lunar module Eagle landed on the moon. On July 20, Apollo 11 astronaut Neil Armstrong was the first to set foot on the moon as 600 million people around the world watched on TV. "That's one small step for a man," Armstrong said, "one giant leap for mankind."



★1968  
Saturn V rocket, launching  
Apollo 8 astronauts James Lovell,  
William Anders and Frank Borman,  
put men into moon orbit  
for the first time.

★1967  
Tragedy struck the Apollo 1  
project when 3 astronauts  
died during a practice countdown.



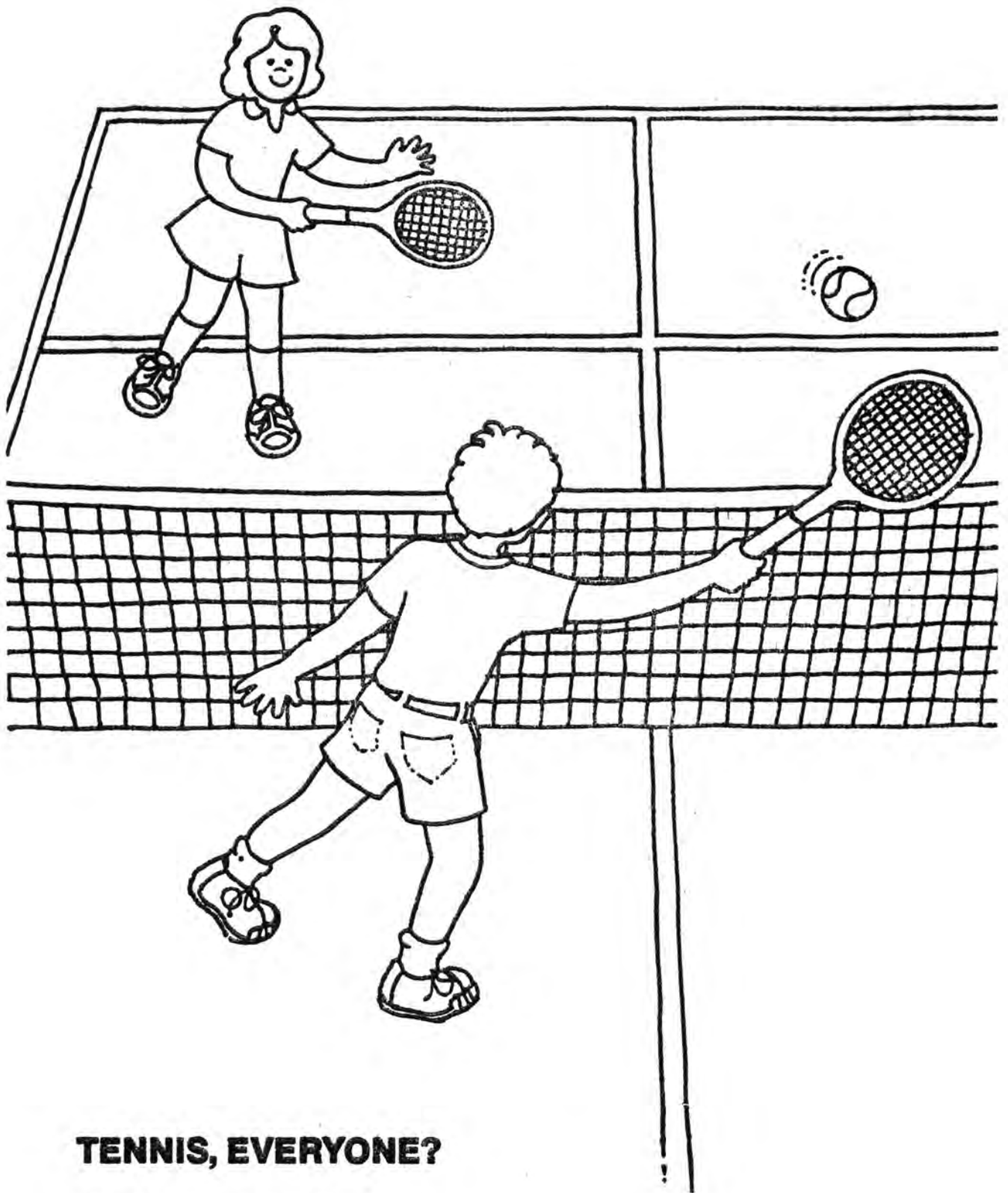
★1965

Gemini 6 and 7 flew close together  
185 miles above the earth.  
In Gemini 7, Frank Borman  
and James Lovell traveled a  
distance equal to 12 round  
trips to the moon.

★1966

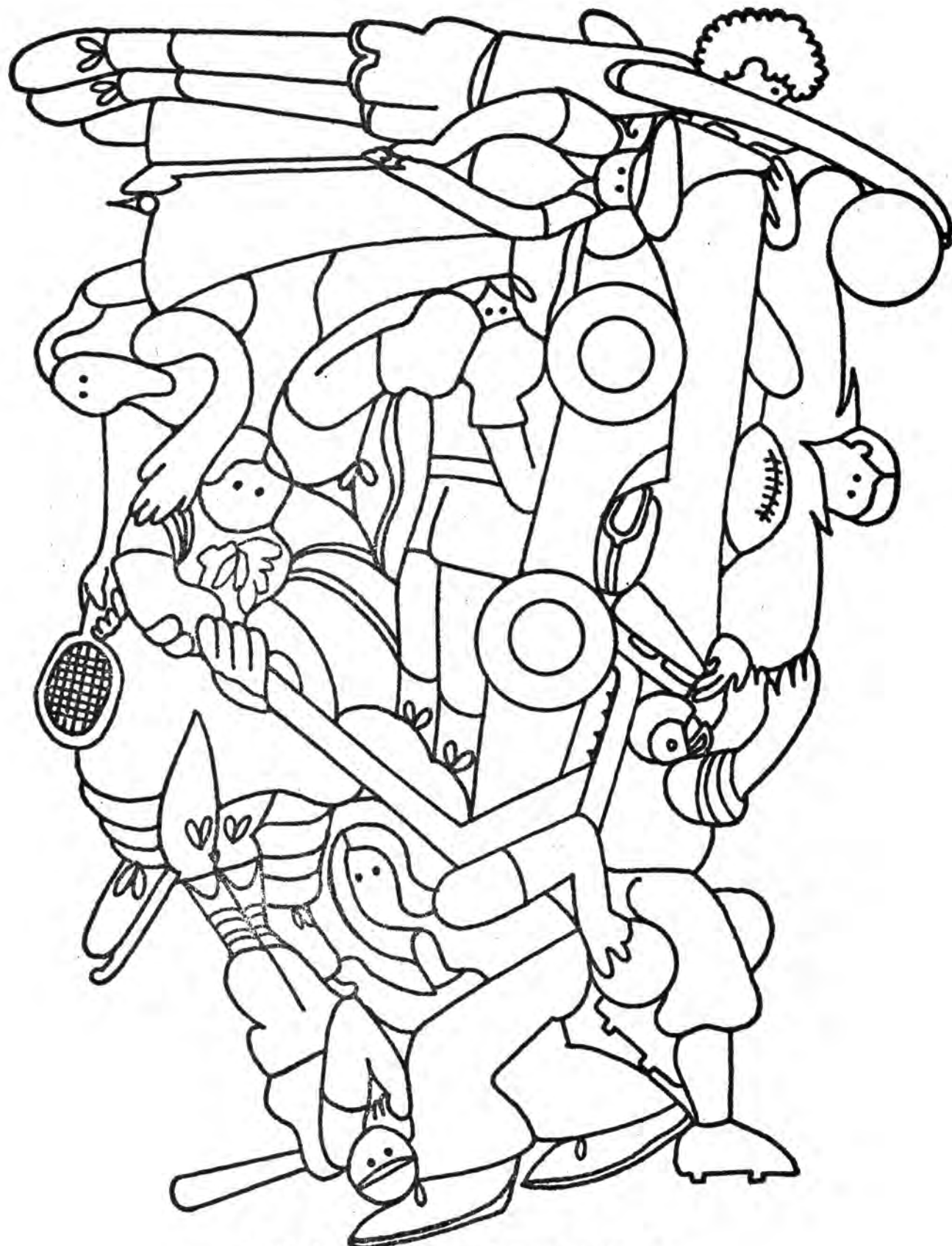
After docking with an orbiting  
Agena rocket, Gemini 11's  
Charles Conrad and Richard Gordon  
reached a record height — 853 miles.



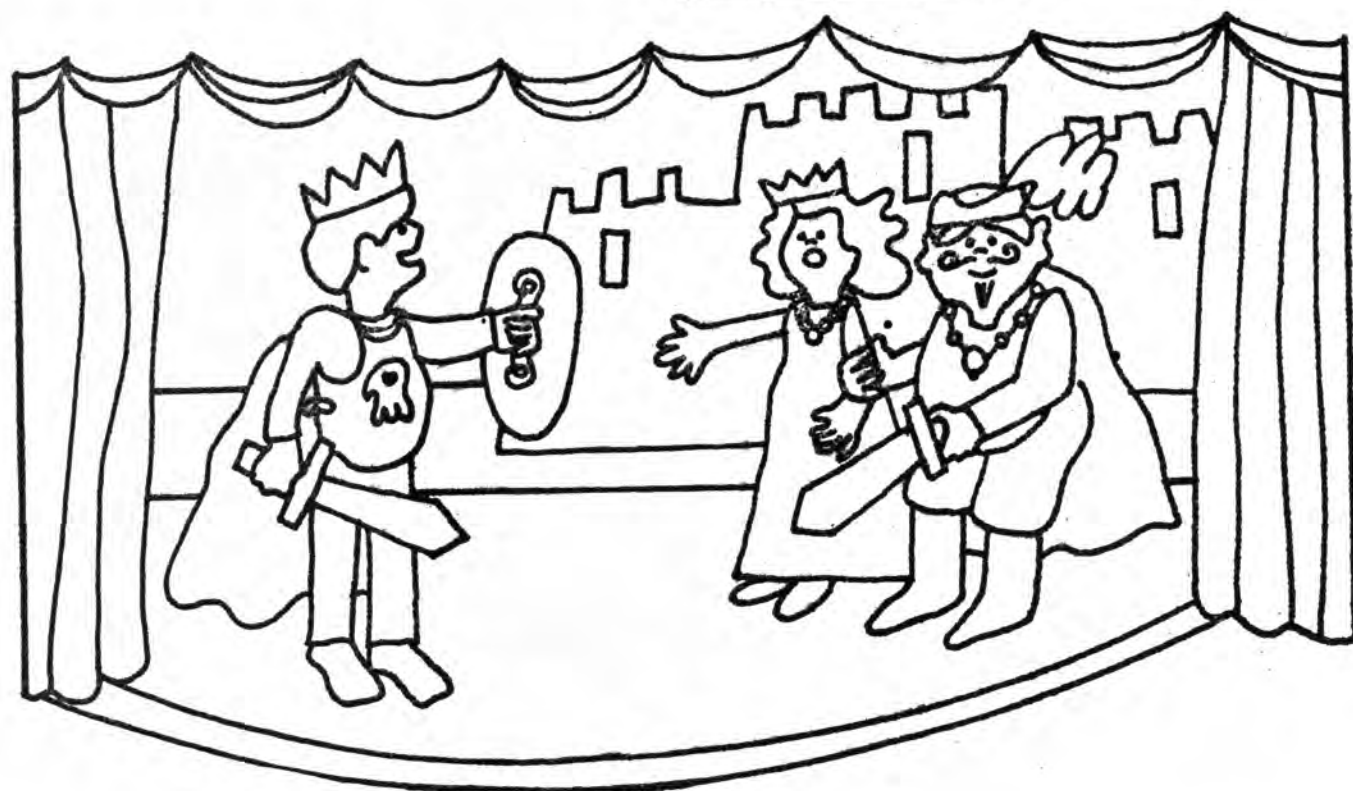
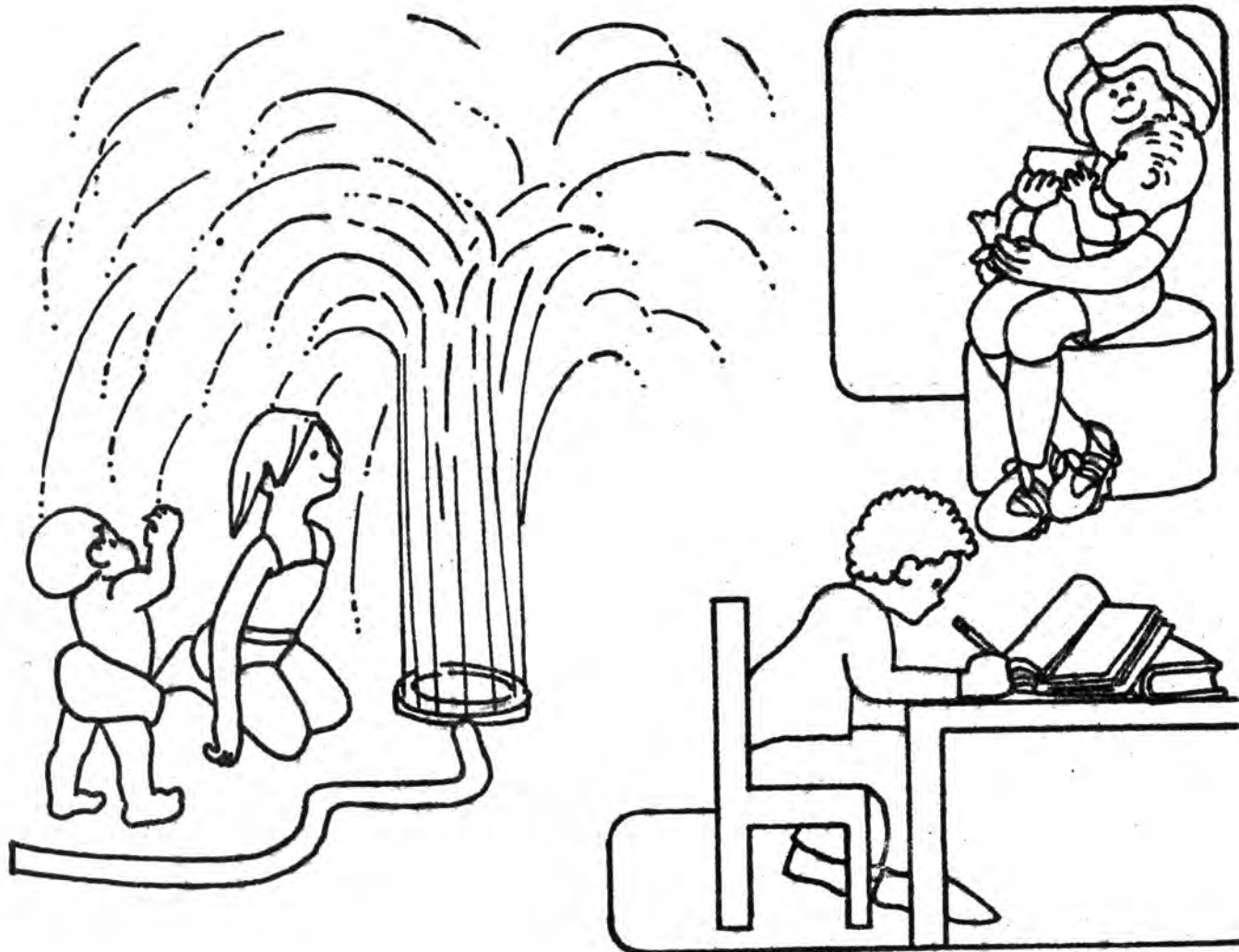


## **TENNIS, EVERYONE?**

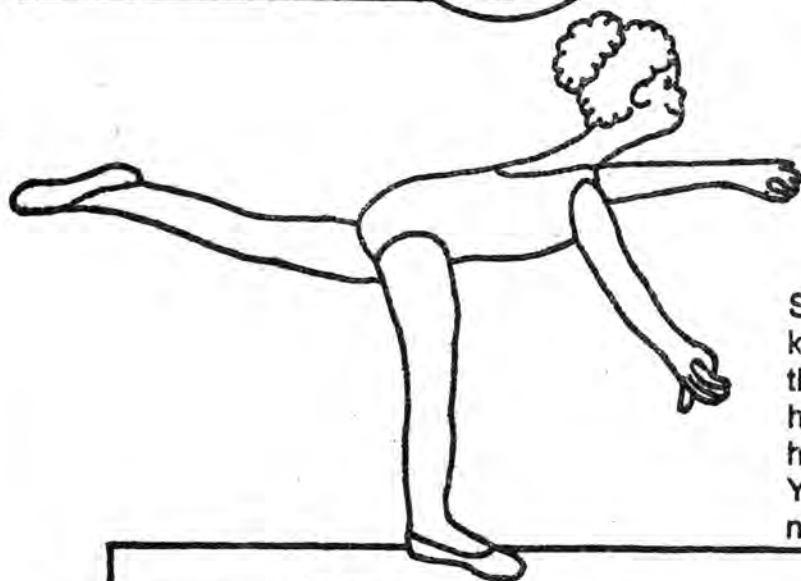
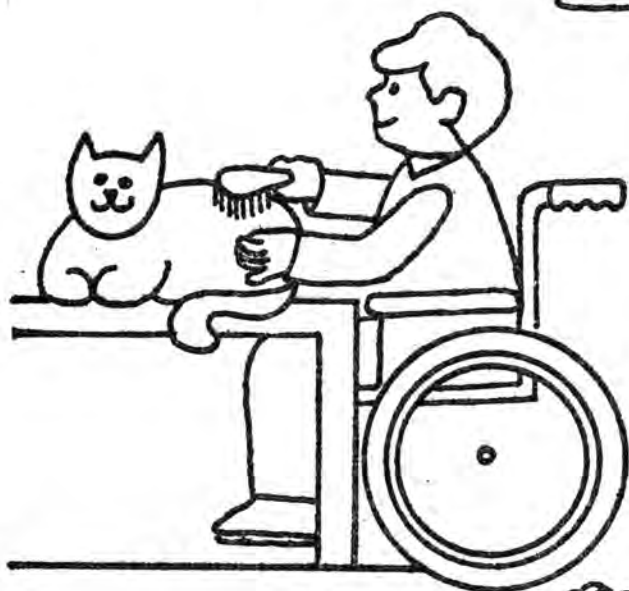
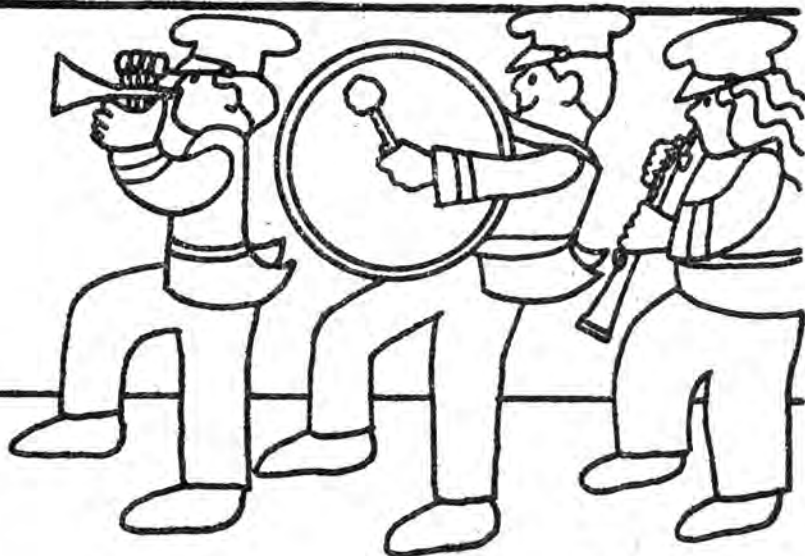
Tennis soared in popularity during the 1970's.



Look closely at this design and you'll see  
people playing 10 different sports.  
Can you name the sports as you color?



**HOORAY FOR KIDS!**



Snap! Crackle! and Pop! agree today's kids are great! They're into all sorts of things — more than could be pictured here. Color these children happy, healthy and full of promise. They, and YOU, will have a hand in shaping the next 50 years.

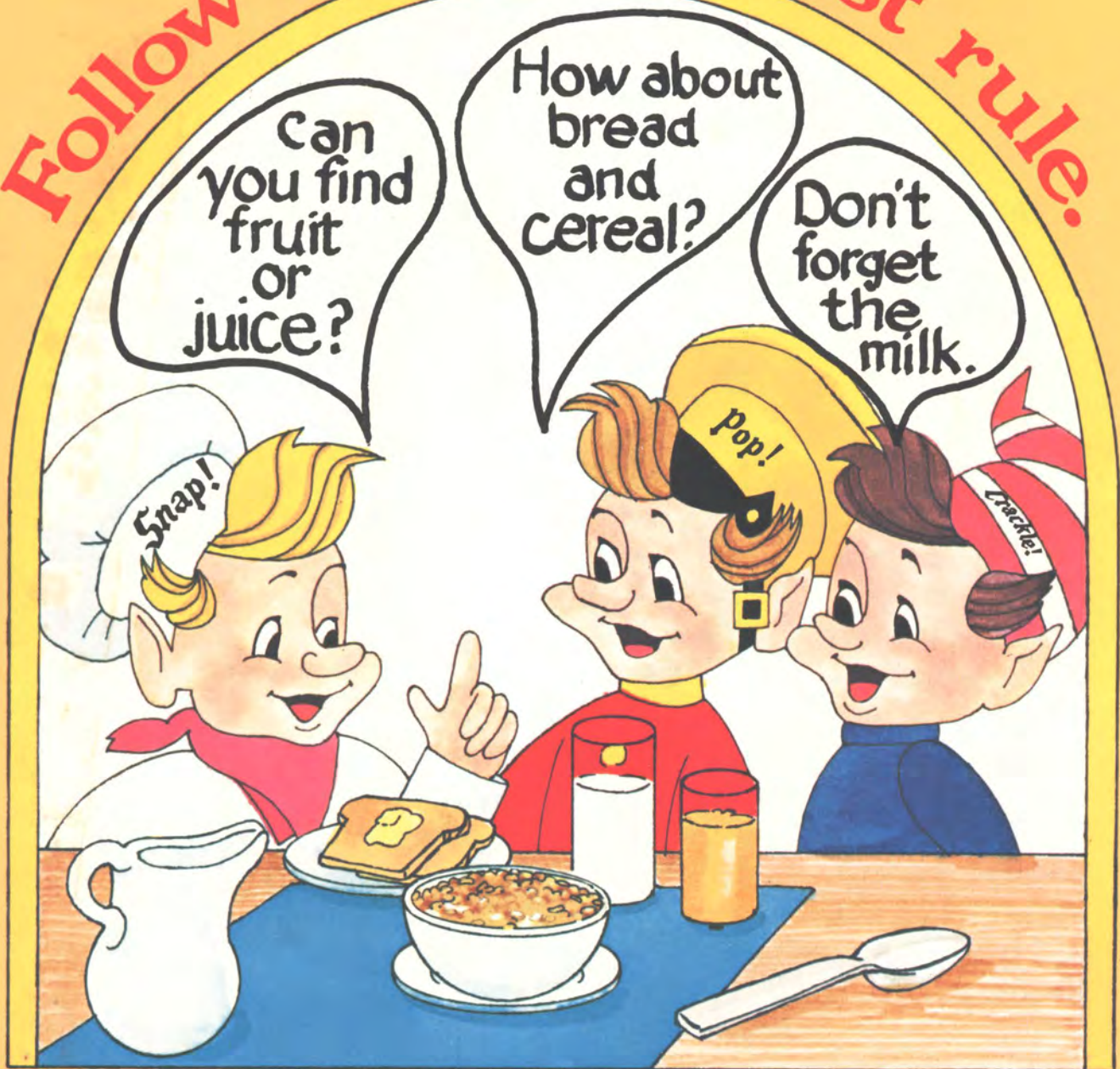
# COLOR US HAPPY







# Follow the breakfast rule.



Every day, try to eat foods from  
at least 3 of these 4 food groups:

fruit/vegetable	bread/cereal	meat	milk
1	2	3	4